



CLASSICAL PUBLIC RADIO

**CONNECT WITH  
HIGHLY ENGAGED  
LISTENERS ACROSS  
NEW MEXICO**





# Independent Non-Commercial Mission Driven

## **KHFM's mission:**

- To provide access, without cost, to classical music for New Mexican audiences and beyond on the air and online
- To promote and provide and support live music, the performing and visual arts, and arts continuing education in New Mexico
- To promote New Mexico arts and artists worldwide



## Reach An Audience More Likely To Be....



### **EDUCATED**

They value education and make lifelong learning a priority for themselves and their families

### **INFLUENTIAL**

They drive trends through word of mouth, and influence corporate and social networks

### **AFFLUENT**

With discretionary income, they have immense purchasing power

### **CULTURAL**

Explorers who are passionate about the arts, they relish music, theatre and museums

### **COMMUNITY-MINDED**

They participate in local initiatives and are highly active leaders in the community



## Create A Halo Effect Through SupportOf Public Radio

**71%**

**hold a more positive opinion  
of sponsors that support  
public radio**

Source: NPR State of Sponsorship Survey, Lightspeed Research, 2020





## Elevate Your Brand And Enhance Your Corporate Image

**66%**

**prefer to purchase products  
and services from public radio  
supporters when price and  
quality are equal**

Source: NPR State of Sponsorship Survey, Lightspeed Research, 2020

## **Stand Out In A Clutter-Free Environment**



## **Sponsor Messages Keep Audience Engaged**

**Concise sponsorship messages in a no-hype tone make the most of this high-credibility environment: 15, 30, and 60-second radio announcements written in an objective style that the public media audience expects**

# Engage Through Multiple Platforms



**Broadcast**



**Streaming**



**Digital**



**Events**



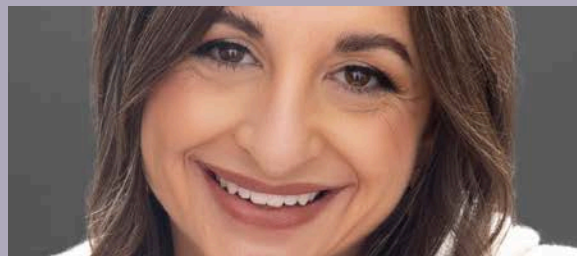
# **An Innovative Mix Of Classical And Art Music**

**Tanya Cole 6am - 10am**

**Kathlene Ritch 10am - 3pm**

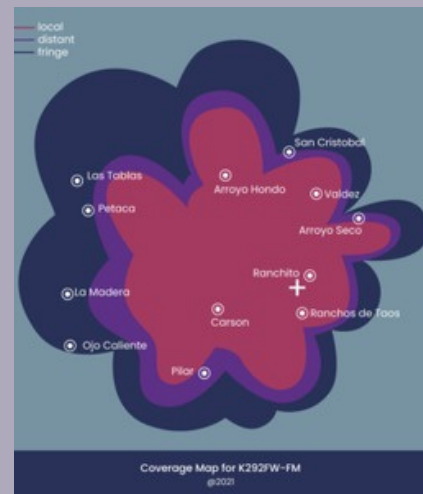
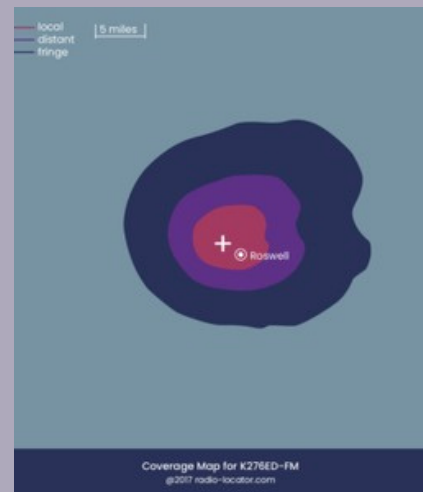
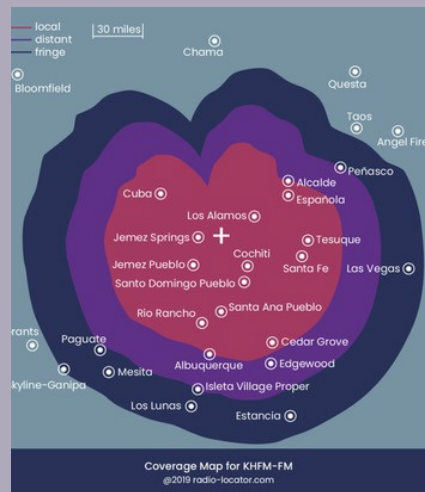
**Alexis Corbin 3pm - 7pm**

**David Sinkus 7pm - Midnight**





# Coverage Map: Albuquerque/ Santa Fe, Roswell, Ruidoso, and Taos



"I've been a supporter of KHFM since we first opened our business in Santa Fe back in 1981... KHFM is an important, valuable member of the community... I have customers who come in who mention that they were visiting for the first time because of the classical station. I encourage other business owners to support our classical station as well."

Stephen Etre  
Owner and Founder  
Stephen's: A Consignment Gallery  
Santa Fe, NM

