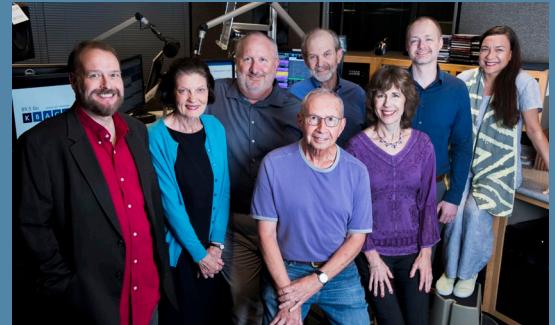




2019 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



"Our vision is to inspire the Valley and the world with a love for classical radio by making KBACH fun, fresh, and forward-focused."

- Matt Rogers, KBACH Program Director

KBACH connects the audience with the vibrant local arts community in the Phoenix metro area.



KBACH is a valuable part of the Phoenix area's advancement.

Any thriving community needs a vibrant local arts scene.

KBACH connects our audience with centuries of western civilization's best artistic expression, while remaining firmly rooted in the Valley.

We bring the local arts scene to the listener through broadcasts of Phoenix area arts groups' performances.

In 2019, KBACH provided these vital local services:

- A 24-hour all-classical music radio station.
- High fidelity online streaming for listeners in areas where the terrestrial radio signal may be weak.
- More than 160 hours a week of locally hosted classical music.
- More than 100 hours of local concert performances.

KBACH's local services had deep impact in the Phoenix area.

Our "Out and About" focus introduced young listeners to the Musical Instrument Museum and the Prestige Music Academy.

KBACH provided local concert recordings on Arizona Encore, ASU in Concert, and Phoenix Symphony Broadcasts.

Plus, 24 hours a day, KBACH played history's best music, centuries of artistic efforts available at the click of a button to listeners in the valley.

KBACH “Out and About”

In 2019, KBACH began its “Out and About” initiative to connect our listeners to important arts organizations in the community.

We chose two locations, the Prestige Music Academy and the Musical Instrument Museum, to set up our remote broadcast truck. Our hosts were on scene broadcasting live from these locations, encouraging the listeners to stop by, say hello, and check out these important arts organizations in the valley.

The Musical Instrument Museum is the largest of its type in the world, with more than 15,000 instruments on display from 200 countries. We decided this was a perfect place to highlight, especially for its unique ability to inspire young people with an appreciation of the rich cultural heritage that is available to them right here in Phoenix.

Prestige Music Academy teaches children of all ages how to play piano, voice, guitar, violin, ukulele, cello, drums, and all band instruments. We decided that this was an excellent broadcast location for KBACH, given our special interest in inspiring the next generation of classical musicians.

Diversifying the classical music format

In 2019, KBACH began efforts to diversify the classical music format. For Black History Month, KBACH added a special focus on black composers, highlighting famous and lesser-known musicians (Quincy Jones, Terence Blanchard, Mervyn Warren), and we gave extra attention to the composers of color that we play on a regular basis.

For Women's History Month, KBACH presented a movie music special, *Women of the Big Screen*, featuring female film composers. We also spotlighted female composers throughout the month who are underrepresented on many classical stations. From Hildegard von Bingen to Jennifer Higdon, these women represent centuries of often overlooked classical works.

In addition to these special celebrations, we also began adding more women and minority composers to our regular rotation so that listeners will be able to enjoy their contributions to classical music throughout the year.

Introducing an hour of *Reel Music*

A challenge every classical music station faces is how to inspire younger audiences with an appreciation of the musical heritage that is theirs. Most children are not exposed to classical music in schools today. To help address this, KBACH began a weekly film music series, highlighting the orchestral scores that any student of pop culture would know just by going to the movie theater. Our hope is that young people will hear *Reel Music* and realize, consciously or not, that classical music is all around them and relevant to them, leading to a deeper exploration of classical music from centuries past.

Some recent episodes:

Legendary Monsters of the Big Screen

The Best of Michael Giacchino

Celebrating Black History Month

The Mob at the Movies

The Star Wars Saga

The 10 Best Scores Ever

Women of the Big Screen

Survival Films

Underrated Composers



"Reel Music is proving to be a complete delight. Great music, interesting back stories ... Kudos to all of you involved, and may Reel Music entertain for many years to come!" – Regina Best, KBACH listener



Every day we receive emails and phone calls from grateful listeners who rely on KBACH to connect them to the cultural legacy of classical music.

Bev Stuart, a longtime listener, says, "You have made my day, as usual ... No other station can equal KBAQ."

All of us at KBACH are eager to continue our mission to inspire the valley and the world with a love for classical radio."

"You have made my day, as usual! Thank you for the beautiful music. No other station can equal KBAQ!" – Bev Stuart, KBACH listener

An advertisement for KBACH's "Out & About" initiative. The top half features the KBACH logo and the text "OUT & ABOUT Thursday, October 17, 5 - 7PM". Below this are three images: a blue food truck, a pink frosted donut with colorful sprinkles, and a portrait of a smiling man with glasses. The bottom section contains the text "Prestige Music Academy / 4745 N. 7th St., Phoenix" and "Meet The Classical Happy Hour host, Jon Town, and grab a Short Leash donut!"

An advertisement for the "Out and About" initiative.

KBACH has helped connect listeners in the Phoenix metro area with the wonderful arts organizations in the community, inspiring young people with a love of classical music and an appreciation for the diverse history of classical composers and performers.
