



CALIFORNIA STATE UNIVERSITY LONG BEACH

2018 MEDIA KIT

WHO WE ARE

OUR HISTORY

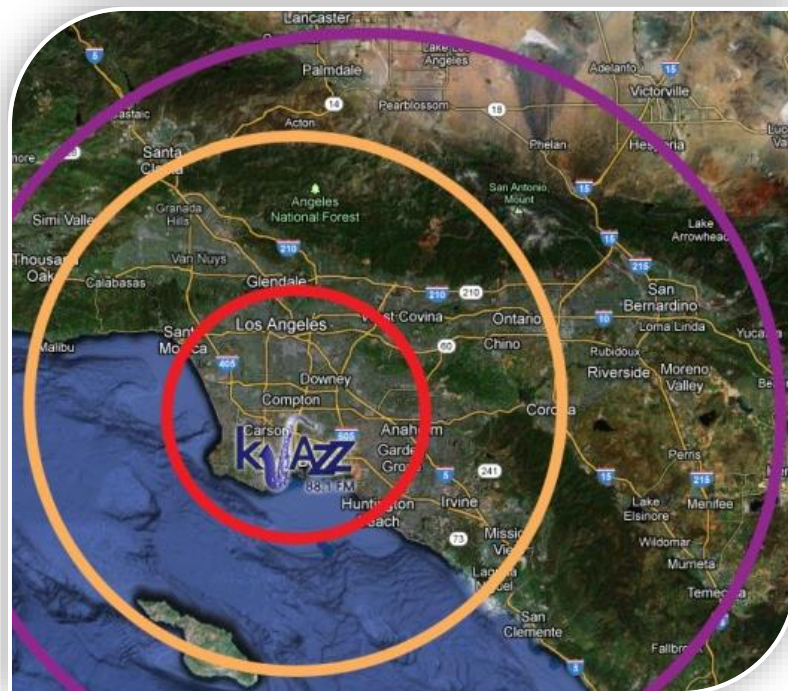
KJazz 88.1 is committed to the promotion and preservation of the rich cultural heritages of jazz and blues through engaging, inspiring and informative programming that satisfies the most dedicated jazz and blues aficionados while attracting newcomers of all ages.

FACTS

KJazz 88.1 FM, a service of California State University, Long Beach, has been officially ranked as the nation's most listened-to jazz radio station.

KJazz 88.1 has over 480,000* devoted listeners per week, most notably distinguished by their educational excellence and professional success.

OUR REACH

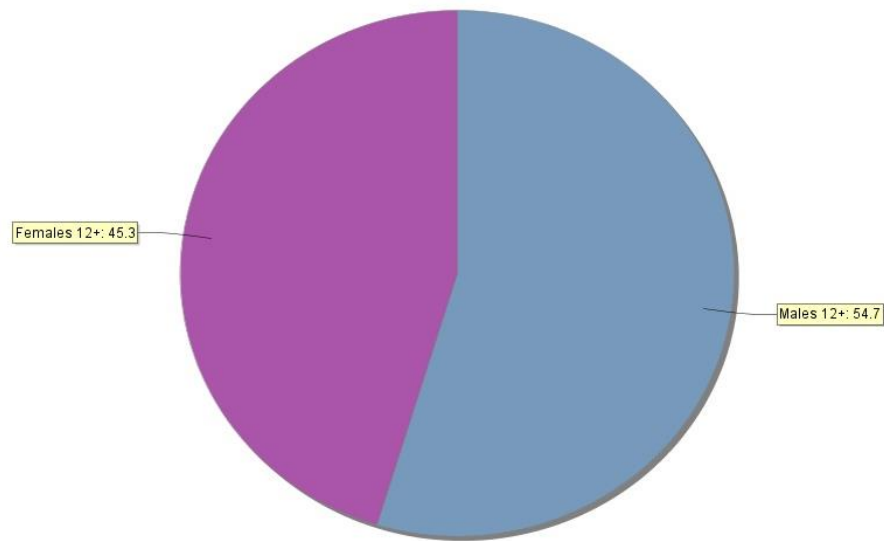


*Metro, Persons 6+, Mon-Sun, 6AM - Midnight. Nielsen Date for May 2018.

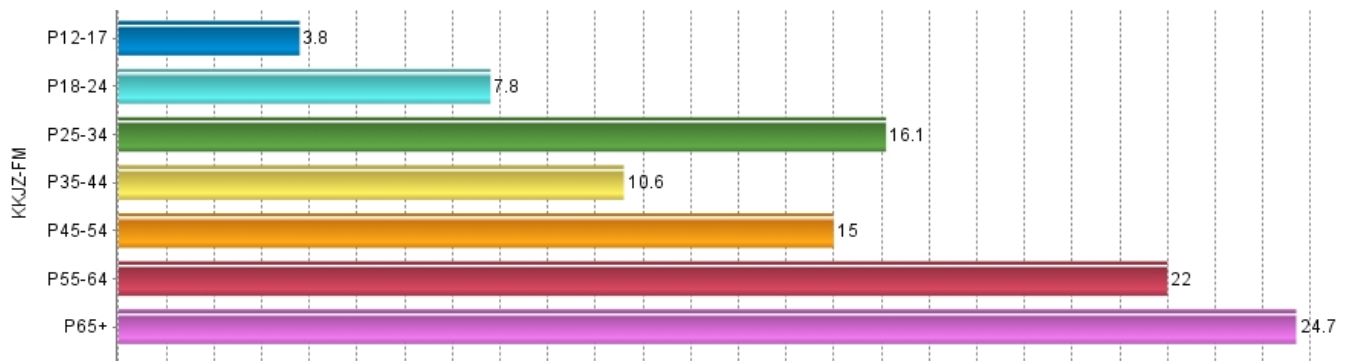
DEMOGRAPHIC PROFILE

KJAZZ has a Balanced Male/Female Composition

KKJZ-FM
Weekly Cume Composition



Age Composition



Source: Nielsen LA Radio Feb '17 M-Sun 6a-12mid 12+

PROGRAM GUIDE

DAVID BENOIT Monday-Friday 8am-12pm; Sat 10am-12pm



A five time Grammy nominated composer and pianist, David has had an expansive career as a jazz pianist that has included over 25 charting solo recordings. Benoit also is the conductor of leading orchestras around the world.

BUBBA JACKSON Monday – Friday 12pm-5pm



Bubba is well known as an award winning Television and Radio personality and also Program Director. Bubba has worked for XM Satellite Radio, KPCC, KZAZ, KACE, EUROJAZZ, KADX, KBPI, and KLON.

STEVE TYRELL Monday – Friday 5pm-8pm



Grammy Award-winning vocalist Steve Tyrell is truly a renaissance man. In over four decades in the music business, he has achieved great success as an artist, producer, songwriter, music supervisor, and performer.

JOSE RIZO Friday 8pm – 11pm; Saturday 6pm – 10pm



In 1975 Jose hosted “La Voz de la Raza” at KIST. In 1982 Jose hosted a KCSB-FM show called “Barrio Soul,” which featured a mix of Latin music & Latin jazz. Now, Jose is hosting “Jazz on the Latin Side”.

SWING TIME Saturday-Sunday 7am-10am



Johnny Magnus scored in the Jazz category as the second most influential. In 1975, he was a TV host of KTLA-5's Calendar show, and lent his voice as the West Coast announcer for the ABC Network. Johnny currently hosts "Swing Time"

NOTHIN' BUT THE BLUES Saturday 2pm-6pm; Sun 2pm-7pm



Gary "The Wagman" Wagner began hosting "Nothin' but the Blues" at KLON (now KJazz) in 1992, and for the next 9 years, the show was the highest rated program on the station and one of the largest revenue sources for fundraising.

JAZZ MUSIC: Monday – Wednesday, 12am-6am/8pm -12am; Thursday-Friday, 12am-6am, Saturday-Sunday, 12am-5am

PROGRAM GUIDE

WEEKENDS WITH SINATRA Saturday 10pm-12am/Sunday 10am-12pm



With a stellar history and hit-making track record, Jerry F. Sharell's experience in the entertainment industry has brought success with each endeavor. In addition to that success, Sharell brings unmatched passion, creativity and drive for what he does.

PHAT TRACKS WITH GORDON GOODWIN Saturday 12pm-2pm



Gordon Goodwin aspired to lead a big band from a time before he can even remember. His position at the forefront of 18-piece Big Phat Band, one of the most innovative and versatile collectives of the past thirty years, speaks reams about his seemingly limitless talents as an instrumentalist, composer, arranger, conductor and bandleader.

BEYOND SYMPHONIC JAZZ Sunday 9pm-11pm



Award-winning composer, producer and conductor, Mitch Glickman's diverse career covers the fields of film, concerts, opera, and recordings. He is the founder and music director of the 68-member Symphonic Jazz Orchestra, and also serves as Director of Music Programs for LACMA.

EXCURSIONS Thursday 10pm-12am



Dan Seeff is the West Coast Director of the Thelonious Monk Institute of Jazz and a musician who has appeared on dozens of hip-hop and R&B albums through his work with LA producer DJ Khalil. Seeff has played bass, guitar and co-written music for recordings by a range of successful artists.



OUR CUSTOMER

CATEGORY	KKJZ QUAL. INDEX*
PROFESSIONAL/MANAGEMENT	119
HOUSEHOLD INCOME \$100K-249k	161
COLLEGE GRADUATE	122
OWN RESIDENCE	145
AMOUNT SPENT ON INTERNET PURCHASES THIS YEAR: \$1,000-\$2,500	136

***Index Over 100 is Above Average**

Source: Los Angeles Scarborough Feb 16-Jul 16 Qual. Cume Index

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CONNECT WITH US



Underwriting of KJazz is a great business investment.

For more information on becoming an underwriter of KJazz,
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