

# krtu



## Jazz Concerts

KRTU is committed to being an active member of the San Antonio jazz community. We keep the community connected with our daily on-air and on-line jazz calendar. We also work closely with the Carver Community Cultural Center to bring today's hottest jazz artists to San Antonio. Held at either Trinity University's Laurie Auditorium or the Carver Center Theatre, our concerts make San Antonio a true jazz destination. Past artists have included Wynton Marsalis, the Count Basie Orchestra, Poncho Sanchez, Jason Moran, Terry Gibbs, Clark Terry, Dave Brubeck, and Herbie Hancock.

## Off-Air

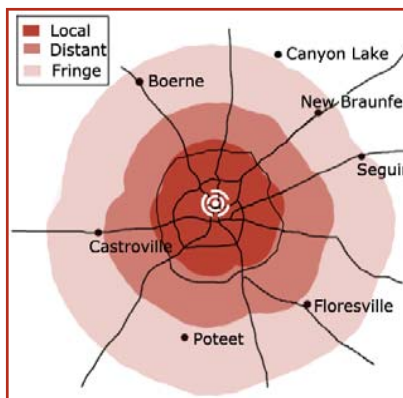
KRTU meets the needs of its audience in a variety of ways including:

**Sound Check:** Published every month, the official newsletter of KRTU is sent to all members and underwriters. It contains new album reviews as well as information about upcoming concerts and programming.

**krtu.org:** The KRTU webpage includes a 24-7 live audio stream, the definitive San Antonio jazz calendar, a complete program schedule, and much more.

## Coverage Map

With 8,900 watts of power, KRTU reaches virtually the entire San Antonio market, a total population of over one million people. Additionally, as a reputable jazz radio station, KRTU has an established web audience including listeners from New York, Los Angeles, and many other major jazz centers. Of course, with our webcast available for all users, there is nowhere in the world that is out of reach.



## KRTU Listeners

The jazz audience is generally considered to be several things: well-educated, middle-aged, affluent, and active in their community. But don't take our word for it; here is a look at some of the figures from a study of jazz radio listeners conducted in 2004.

**Size:** According to a recent finding by Jacobs Media, jazz radio listenership has almost doubled over the past few years – from 17% of the population to 32%.

**Age:** Almost 65% of jazz radio listeners are between the ages of 25 and 54, with the majority over the age of 35.

**Education:** About half of the jazz audience has obtained an undergraduate degree, while 23% have also pursued a post-graduate degree.

**Profession:** Approximately 75% of jazz listeners are employed, and about half view their current employment as a "career." Additionally, the majority of jazz listeners have a household income of more than \$50,000.

**Lifestyle:** Over half of our listeners participate in some sort of regular fitness program. Most are married, and a majority of our listeners also enjoy attending cultural activities such as theatre, dance, and concert events. Additionally, 60% dine out more than twice a week.

**Listening Habits:** The average listener tunes in to KRTU for at least 5 hours per week. Seventy percent of jazz radio listeners say that public radio has a positive influence on their lives.

Source: Profile 2004, Public Radio Audience and Corporate Research Study, September 2004.

## Mission Statement

The mission of KRTU 91.7 is to support and enhance the academic curriculum, especially that offered by the Department of Communication, and to advance Trinity University's leadership in the fine arts and in the dissemination of knowledge for the enrichment of the lives of its students and the community.

## Basic Information

**Station History:** KRTU is the FM radio station of Trinity University and is under the direction of the Department of Communication. The station is operated by a small professional staff, a team of student managers, and community volunteers. KRTU broadcasts at 8,900 watts of power, 24 hours a day, 365 days a year. The station has been on the air since January of 1976, with a format that has shifted over the years. In 2002, KRTU adopted the current split format of jazz from 5 a.m. to 10 p.m. and college rock from 10 p.m. to 5 a.m. every day.

**Format:** KRTU's jazz rotation plays straight ahead, mainstream jazz with a focus on post-1950's hard bop. The rotation also includes many other styles, such as traditional, Latin, vocal, swing, and bop. Special attention is paid to the latest releases by new and established artists. The college rock format starts at 10 p.m. and provides music that is upbeat, underground, independent, or simply unavailable on commercial radio.



# 91.7 FM

krtu.org



# Growing Jazz in San Antonio

Our signature initiative, "Growing Jazz in San Antonio," will bring KRTU face to face with kindergarten through 12th grade jazz students and musicians. This is an effort to educate and entertain the next generation of jazz fans, a group that needs to be cultivated in order to ensure a bright future for jazz in San Antonio.

"Growing Jazz in San Antonio" addresses the need to grow jazz in San Antonio. Jazz is America's oldest original art form, yet it does not always get the funding and attention that it deserves from educational and cultural organizations. Commercial radio has not been a consistent supporter of straight-ahead jazz, so it's up to non-commercial stations like KRTU to keep this vital American art form alive today, and to provide for its continuing survival in the generations ahead.

"Growing Jazz in San Antonio" will include:

- ♪ Donation of tickets to area high school and middle school students for upcoming Carver / Trinity Jazz Collaborative concerts.
- ♪ Educational jazz lectures scheduled throughout the year at local schools, libraries, and museums.
- ♪ Sponsored workshops with young artists, including the Jazz'SALive K-8 symposium, the Trinity Jazz Summer camp, and more as they become available.
- ♪ An annual Growing Jazz showcase for area high school jazz bands, recorded by KRTU personnel and played on-air as a special Growing Jazz feature.

And that's only the beginning. As new opportunities present themselves, KRTU will be working to increase jazz education throughout San Antonio, and will provide as many outlets as possible for young people to experience this amazing art form. KRTU *is* Growing Jazz in San Antonio.

[growingjazz.org](http://growingjazz.org)

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**JAZZ 91.7** KRTU  
*for San Antonio* TRINITY UNIVERSITY