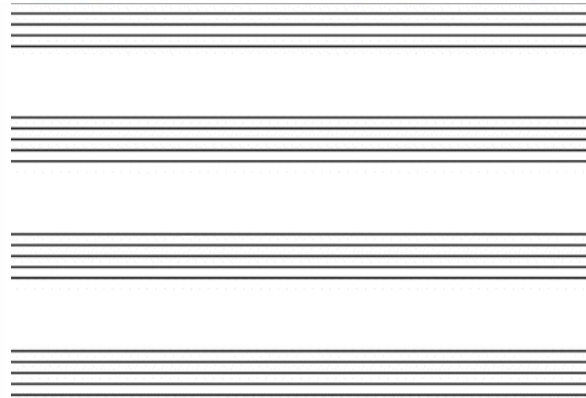




k-Mozart

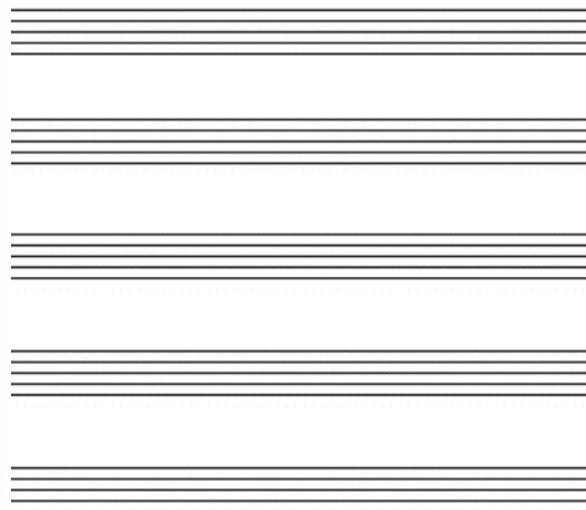
105.1 FM HD2 1260 AM

kmozart.com



MEDIA KIT

2011



k-Mozart
105.1 FM HD2 1260 AM
kmozart.com

Who We Are

- kMozart is the only commercial classical station in Southern California and plays an integral part of the cultural arts in the Southland.
- Mount Wilson FM Broadcasters, Inc. has been independently owned and operated since 1959. This autonomy allows us to respond specifically and creatively to your marketing needs.
- The kMozart strength lies in its 35+ listeners. Our listeners are our educated professionals and responsive, loyal and the most desirable consumers in any economy.
- kMozart reaches listeners through a variety of ways such as broadcasting on-air in Southern California at 1260 AM, 105.1 FM HD channel 2, online at kMozart.com, and streaming anywhere via smartphone apps.





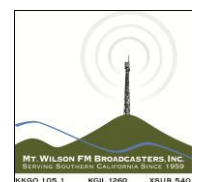
The Facts

1.3 million radio listeners in the cluster...

Mount Wilson FM Broadcasters, Inc. is a family owned and operated station group based in Los Angeles since 1959. In March 2011, Mount Wilson FM Broadcasters returned the Classical format to the AM dial with kMozart. k-Mozart enjoys one of the best signals in LA – along with an all-star lineup that includes David Benoit, P.J. Ochlan and Gary Hollis.

Our cluster also includes: Go Country 105.1 & KJazz 88.1.

Through our partnership with Global Jazz Inc, we proudly manage America's #1 Jazz and Blues station KJazz 88.1 which one of the top public radio stations.



On-Air Staff



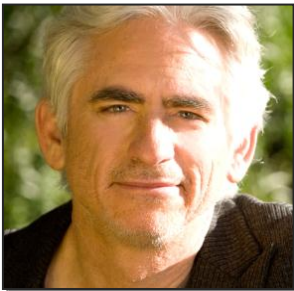
Gary Hollis - Mon-Fri, 7am-12noon

Actor of stage, television and film and radio personality, Gary Hollis brings kMozart classics to you just the way you remember. Gary was a host on the original K-Mozart for almost 17 years. "I grew up with this music, I love this music and LA loves this music. I am fortunate enough to share it now with kMozart."



P.J. Ochlan - Mon-Fri, 12pm-2pm

A veteran of the original kMozart, P.J. is also an actor with a career spanning more than 25 years. He has appeared on Broadway, been in several critically acclaimed films, performed in the New York Shakespeare Festival. A published writer, P.J. often appears as a narrator and emcee for numerous events. "I'm thrilled about the return of K-Mozart and look forward to many days of sharing with you the world's most timeless music." says P.J.



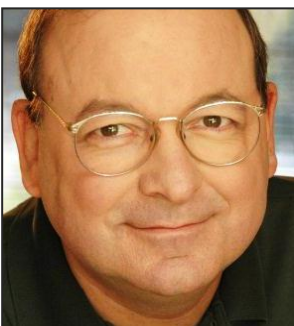
David Benoit - Mon-Fri, 2pm-5pm

A Five time Grammy nominated composer and pianist, David Benoit has had an expansive career as a contemporary jazz pianist that has included over 25 charting solo recordings. Benoit's ever expanding slate of orchestral music endeavors include his ongoing role as conductor of the Asia America Symphony Orchestra and other leading orchestras around the world. He is excited to be a part of the kMozart team.



John Santana - Mon-Fri, 5pm-10pm

John Santana got his start in radio as a teenager. In 1975, as a music major at Fullerton, John was hired as a part-time classical announcer. After completing his Master's degree in Composition and Music Theory in 1981, John became KFAC's morning host. He was Program Director for the California Classical Network, which included KMZT, KKHI, and X-Bach. His training as a musician and composer have put John in demand as a pre-concert speaker for prestigious organizations across the country.



Nick Tyler - Weekends

From a career spanning over 40 years in broadcasting, Nick Tyler has had the opportunity to experience many facets of the world of radio. Now his return to K-Mozart re-kindles his fondness for timeless music fostered over a period of 16 years when he switched from Jazz to Classical radio in 1989. While his love of jazz remains firm, Nick says, "I'm very happy to be back on the air on kMozart playing some of the greatest music ever written."



The Classical Listener Profile*

<u>CRITERIA</u>	<u>INDEX</u>
Own a home with a market value of \$500k+	175
Household Annual Income of 150k	103
Earned a graduate degree	114
Earned a post-graduate degree	212
Employed in a professional specialty	149

In summary, the kMozart listener is highly educated, mature, business-savvy, and affluent. No other medium in the Los Angeles market can efficiently deliver such a mass affluent audience. A marketing partnership with kMozart will deliver results.



*Sources: Mediamark Research, Inc., Doublebase 2011. Scarborough (LA Market Average - Index of 100)



kMozart is a cultural media partner for many Southland and Bay Area Institutions.



Have access to cultural arts establishments and symphony orchestras from Ventura to Orange County and the Bay Area

kMozart is a beacon for the arts community with **THREE WAYS** to access kMozart: online at **kMozart.com**, **1260 AM** and **105.1 FM HD2**. Our all star announcers are the windows to events and information happening all over Los Angeles, Orange County and the Bay Area.

