KRTU AT A GLANCE

1.3 million broadcast reach. population
549 square miles broadcast reach. area
7 staff. 6 full time / 1 part time
6 interns
20 students taking krtu classes. average per semester
1600 active krtu members
11 Rhythm Section Members. KRTU Business & Professionals Group

ON-AIR PROGRAMMING

JAZZ 5AM TO 10PM
35 unique programs
29 volunteer on-air hosts

INDIE 10PM TO 5AM
15 unique programs
13 volunteer on-air hosts

PROGRAMS & ACTIVITIES

200+ on-air guests includes community groups, musicians, artists, fundraising events
30+ bands/musicians recorded includes South Texas Jazz Project & Indie Plugged-In Sessions
47 co-produced or exclusively produced concert events includes Skyline Swing & museum concert series
6 exclusive in-studio member experiences includes STJP Live Broadcasts & “Listening Sessions”

NOTABLE ACHIEVEMENTS

• acquired technology & launched remote broadcast capabilities
• new mobile app
• launched award-winning website
• Jazz at the Tobin w/Christian Scott
• SXSW Unofficial Day Parties: Nextbop’s Jazz for the Masses & Music for Listeners
• Jazz Appreciation Month residency at Liberty Bar

COMMUNITY PARTNERSHIPS

• Artpace
• McNay Art Museum
• San Antonio Museum of Art
• San Antonio Parks Foundation
• Witte Museum

GROWING JAZZ IN MIDDLE SCHOOLS

6 schools
7 musician mentors
846 students

2015 STUDENT PARTICIPATION: 312
2016 STUDENT PARTICIPATION: 846
## SUPPORT & REVENUE

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributions*</td>
<td>$268,399</td>
<td>62%</td>
</tr>
<tr>
<td>Underwriting**</td>
<td>$52,109</td>
<td>12%</td>
</tr>
<tr>
<td>Santikos Grant</td>
<td>$25,000</td>
<td>6%</td>
</tr>
<tr>
<td>Trinity University</td>
<td>$84,000</td>
<td>20%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$429,508</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

* Includes Major Gifts:
  - Sarah Henry: $15,000
  - Anonymous: $100,000

** 21 For-profit Businesses & 20 Non-profit Organizations

FY 2015 | June 1, 2015 - May 31, 2016

## IN-KIND COMMUNITY SUPPORT

The value of KRTU’s contribution toward local businesses and non-profits through in-kind media and event support and sponsorship for the FY 2015 equaled over **$94,000**.

## CURRENT GRAPHIC COLLATERAL & PROMOTIONAL MATERIALS