

## Independently Owned for Over 60 Years

New Braunfels Communications is a rare breed in today's world of conglomerate radio stations. While other radio groups are selling out and merging with large, unapproachable corporations, New Braunfels Communications has remained untouched by the corporate rat race. With two stations that have become staples in their respective listening areas, New Braunfels Communications has become a tradition in the tri-county area. Generations have grown up with the sounds of the KNBT FM and KGNB AM from the best in Americana and Country music to High School football games, disaster relief efforts and community calendars.

The independent spirit that New Braunfels Communications is known for enables it to change and accommodate listeners and clients alike in a way unprecedented by the more common corporate machines. In an effort to better serve and retain clients and consumers, New Braunfels Communications has adopted a style of business that emphasizes communication, flexibility, dedication and customer service. With so many people in the listening area between Austin and San Antonio relying on these stations to provide the best in local entertainment and information, New Braunfels Communications has a terrific responsibility to engage its listeners. It is by taking this responsibility seriously that it has gained a loyal and responsive listenership that simply cannot be duplicated by a cold, out of touch conglomerate. This relationship between listener and station provides clients of New Braunfels Communications the best possible consumer base from which to draw from week after week.

As a client of New Braunfels Communications we ensure that you will be treated with respect, provided with honesty and creativity, and met with unparalleled hard work and dedication as we strive to expose your business to our many loyal listeners.

**It is our goal to make your investment in our independent radio group as lucrative as possible as we share in the market that has helped make New Braunfels Communications a tradition for over sixty years.**



## QUICK PROFILE

**Format: Real Country**  
**Target Demo: 35-64\***

### Real Local. Real Country.

KGNB is a local legend in New Braunfels and Comal County, one of the fastest growing areas of Texas! From 6am to 9am, at noon and at 5pm, listeners get local news and programming, national updates from CNN, comprehensive local news, sports, weather and more. In addition, throughout the day KGNB News features in-depth interviews with the people making the news in the Tri-County area. Its consistency and reliability make it THE source of news and information for the Tri-County Community. KGNB has responded to its listeners, switching the focus of its format to local news, information and entertainment providing Real Country for the Hill Country twenty-four hours a day, seven days a week!

### Honors and Awards

- Texas Association of School Boards Honor Roll for Fair and Unbiased News Coverage (2000-2008)
- Texas Parks and Recreation Society Media Excellence Award (2007)
- News Director David Ferguson awarded "Best Radio Personality" by the local New Braunfels Newspaper (2007, 2008)
- KGNB 1420 AM has received Honors and Awards from the League of Women Voters, American Cancer Society, Institute for Public Health and Education Research, Soil and Water Conservation District and United States Army National Guard, to name a few.

**Facility:** 1,000 Watt

**Format:** Real Country / Local News

**Target Audience:** 34-54\*

**Avg. Americana Audience Income:** \$56,965\*

**Special Features:** Only local news between Austin and San Antonio. Only station with continuous weekly coverage of the City Council, Commissioners Court, CISD, NBISD and local TxDot.

\* Source: The Media Audit, Fall 2005





## QUICK PROFILE

**Format: Americana**  
**Target Demo: 25-54**

### Contrary to Ordinary

KNBT 92.1 FM is the leading Americana station in the nation and is designed to attract a loyal and attentive audience of passionate music fans. Between achieving national recognition and being a local hometown favorite, KNBT has carved out a unique place on the dial and on the web. Featuring artists like Allison Krauss, Robert Earl Keen, Cross Canadian Ragweed, Willie Nelson, Lucinda Williams and other acclaimed singer/songwriters, the Americana format brings together some of the most desirable listener demographics in music.

### Honors and Awards

- National Americana Station Of The Year (Gavin Magazine, 2000)
- National Americana Station Of The Year (Album Network, 2001)
- Americana Program Director Of The Year (Album Network, 2001)
- Gruene With Envy Station Of The Year (2003, 2005)
- Featured in the San Antonio Express News, Texas Music Magazine, LoneStarMusic Magazine, Women of New Braunfels Magazine, LoneStarMusic.com, Americana Roots.com, TexasBurning.com, GruenewithEnvy.com, AmericanaMusic.org, RayWylie.com.
- G.M. Mattson Rainer has served on the Americana Music Association Board of Directors since 1999, including two terms as Vice President.

**Facility:** 6,000 Watt (4 county area)

**Format:** Americana

**Target Audience:** 25-54

**Avg. Americana Audience Income:** \$72,628\*

**Special Features:** Voted the #1 Americana Station in the Nation, Roots & Branches of Americana with Ray Wylie Hubbard, Wednesday Night Live - Live Music Show

\* Source: The Media Audit, Fall 2005





## Approximately \$900,000 Raised In 12 Years For Local Charities

KNBT FM, in partnership with Gruene Texas, helped raise approximately **\$72,000** for the United Way of Comal County at the 22nd Annual Gruene Music and Wine Fest.

KNBT FM raised over **\$60,000** at the 12th Annual KNBT Americana Music Jam to benefit the Comal County Junior Livestock Show Association and the S.A.N.E (Sexual Assault Nurse Examiner) Program.

KNBT FM and KGNB AM raised approximately **5 tons of food and supplies** and over **\$4,500** for victims of Hurricane Ike in one week.

KNBT FM and KGNB AM raised over **\$60,000** in 2007 alone to benefit organizations like the New Braunfels Park and Recreation Department, the Crisis Center of Comal County, The Braunfels Foundation Trust, the New Braunfels Humane Society, Connections Individual and Family Services and more.

KNBT FM raised over **\$35,000** in 1998 and over **\$80,000** in 2002 for victims of area flooding featuring concerts by Willie Nelson.

Connections Individual and Family Services named local Community Center in honor of General Manager, Mattson Rainer in appreciation of the over **\$40,000** raised for their cause in one year.

**\$140,000** raised in 2005 Radio Relief: Hurricane Katrina drive.

New Braunfels Communications  
cares for its listeners.