



AN OVERVIEW OF KSDS – JAZZ 88

OUR HERITAGE

KSDS is a full-time mainstream/traditional Jazz radio station, licensed to the San Diego Community College District, broadcasting 24 hours a day from the campus of San Diego City College. Founded in 1951, the station began programming Jazz in 1973 and became San Diego's only full-time Jazz station in 1985. KSDS is licensed by the FCC as a non-commercial, non-profit educational radio station and operates with 3,000 watts at 88.3 on the FM dial.

In 1992 KSDS was nominated at "Jazz Station of the Year" by the radio industry trade publication, *The Gavin Report* and in 1993 was named "Jazz Station of the Year" by the National Association of Broadcasters, receiving the prestigious Marconi Award. Numerous nominations and awards have followed.

OUR FORMAT

The programming on KSDS concentrates on blending the new and upcoming artists with the great performers of the past who have given mainstream jazz its identity. From artists like John Coltrane, Miles Davis, Dizzy Gillespie, Duke Ellington, Ella Fitzgerald, and Jelly Roll Morton to Rob McConnell, Bobby Watson, Herbie Hancock and Wynton Marsalis.

There are also a number of specialty programs that concentrate on various sub-genres of the music, from Dixieland to Latin Jazz, from Swing and Big Band to World Music and vocalists, from all female artists to exclusively guitars. There are several programs that highlight the rich pool of local talent, as well, and it is KSDS that gives both the many great San Diego musicians their greatest exposure and the local audience information about where they can be seen performing around the county. Additionally, KSDS offers a full Saturday night of Blues programming and special blues segments throughout the week.

OUR ENVIRONMENT

KSDS is commercial clutter-free and features mostly volunteer announcers who have a passion for the music and a deep knowledge that they share with the audience. Jazz is educational, energizing, multi-textured and mind-broadening.

Jazz is a truly American art form and is presented live and spontaneously on KSDS, a diminishing art form on the current entertainment scene. KSDS remains one of the few radio stations in America to offer full-time, undiluted Jazz programming, acknowledging the heritage of this wonderful music while helping it live on through today's artists.