



KWWH 94.3

WIMBERLEY VALLEY RADIO

KWWH embodies the spirit of Wimberley. Long considered a hub of artistic and musical talent, our community is also home to families and retirees seeking a friendly, small town surrounded by exceptional natural beauty. The community is known for its quaint square of shops and restaurants, along with the picturesque Blanco River, the Blue Hole, and Jacob's Well.

KWWH reflects and connects the Wimberley community through its eclectic blend of music, talk, local sports, and news -- all proudly homegrown. Day or night, you're likely to hear songs -- sometimes performing live -- from popular national, regional or emerging artists in virtually every genre. Shows feature local leaders and personalities who discuss important local issues as well as live broadcasts of many Wimberley Texan high school sports. Programming originates from the downtown "fishbowl," where passersby can watch broadcasts and sometimes interact with show hosts. The station is streamed 24-7 via the internet.

Wimberley Valley Radio helps support the area's many non-profit charitable and cultural organizations by connecting volunteers, benefactors, and the public. As a non-commercial educational licensee, the station is supported through a growing network of volunteers and underwriters who understand the importance of connecting and sustaining the Wimberley community.



OUR HISTORY

KWWH evolved from an idea in the mind of Susan Raybuck, Founder and Board Member Emeritus, in 2011. With grit, determination, duct tape, and baling wire, the dream of creating a community radio station in Wimberley evolved. Wimberley's heartbreaking 2015 Memorial Day Weekend flood provided the spark, prompting the FCC to grant KWWH an emergency broadcast license.

The work of dozens of volunteers, financial donors, and thousands of hours of planning culminated in the first on-air FM broadcast day on August 22, 2016. Susan Raybuck, Mike Crusham, and John Brown built a programming lineup of volunteer show hosts covering a variety of music and talk formats to provide a 24-hour schedule of news, information, and entertainment to the Wimberley Valley and beyond.



WHAT IS A LOW POWER FM STATION?

The Low Power FM (LPFM) radio service was created by the Federal Communications Commission (FCC) in January 2000. LPFM stations are authorized for non-commercial educational broadcasting only and operate with an effective radiated power (ERP) of 100 watts or less. The original purpose of LPFM was to serve as an alternative to "radio homogenization" and to provide hyper-local informational and cultural perspectives. In addition to KWWH's broadcast signal, its programming is streamed via the internet or through an Apple or Android app.



FAST FACTS

- KWWH provides important local information and entertainment to the Wimberley Valley, home to approximately 15,000 residents, in addition to thousands of tourists who visit the area weekly.
- KWWH received the Bonner McLane Public Service Award small market award for its coverage of the February 2021 winter storm.
- KWWH is sustained through the generous donations of listeners and underwriters. In addition to annual on-air pledge drives, the station hosts two major fundraisers: an annual Kentucky Derby Party every spring, and a Casino Night in the fall.
- Dozens of local and regional businesses, nonprofits, and individuals support KWWH through monetary and in-kind donations, and dozens more volunteer their time in service of the station. The station works with more than 80 local non-profit organizations.
- Tim Kiesling is the KWWH General Manager, and Brach Thomas is the station's Production & Operations Director.
- KWWH is governed by a Board of Directors who represent a diverse array of Wimberley Valley residents, business leaders, and volunteers.
- Musicians Paul Simon and Edie Brickell, Wimberley residents, have appeared on the station in interviews and live performances. Simon's 2023 album, *Seven Psalms*, made its world debut on KWWH.



www.kwwh.org



(512) 722-3266

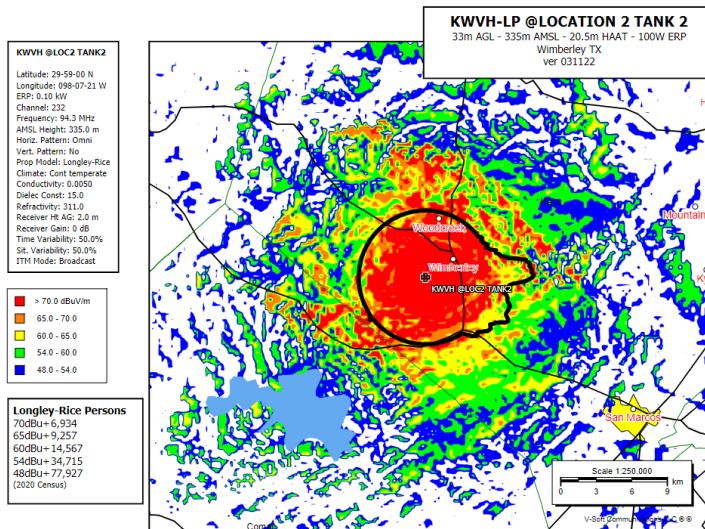


111 Old Kyle Rd, Suite 108, Wimberley, TX 78676



Now covering more of the Wimberley Valley.

As our community grows, KWVH is growing with it. In the fall of 2023, we increased our broadcast transmission power from 30 watts to 100 watts. That means **roughly twice** the number of listeners across the Wimberley Valley can tune into KWVH. And we're always just a click away on the world wide web.

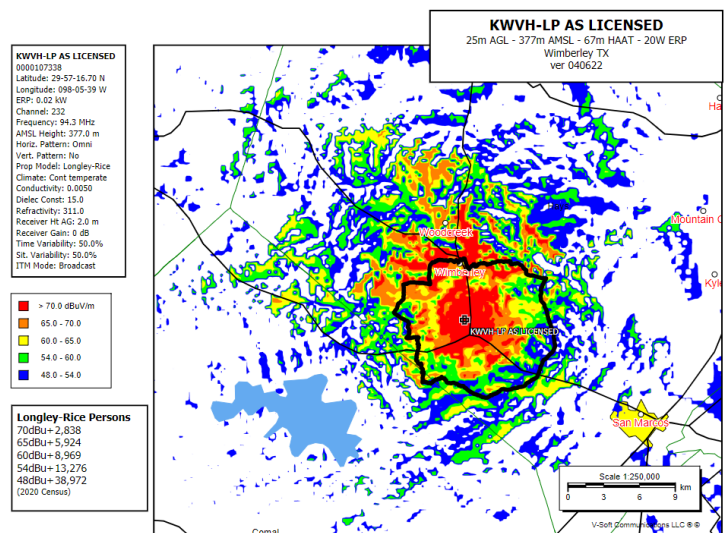


OUR NEW COVERAGE AREA

- Clear and consistent coverage for the Wimberley Valley
- Significantly enhances signal in residential Woodcreek
- 100 watts of power

OUR PREVIOUS COVERAGE AREA

- Coverage substantially limited
- Strongest signal limited to downtown Wimberley
- 30 watts of power



WORDS FROM WIMBERLEY

"My business has supported KWWH since its inception because I believe it is an invaluable source of community information and entertainment."

-Byron Echols, Board member and underwriter of the KWWH State Farm Good Neighbor of the Month Award



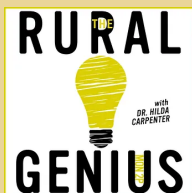
"KWWH is my go-to resource for connecting with the community through music, entertainment, and local news and educational broadcasts. Hays County is fortunate to have such a great resource."

-Kristin McDermott, Board Member, CPBD, Entrepreneur

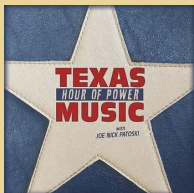
SELECTED SHOW PROFILES



Over Easy with Coach - Weekdays 9-11am. Local (sometimes live) music, daily guests, and weekly installments of "Tell Me Something Good" and "Stump the Young People." How the Wimberley Valley starts its workday.



Rural Genius - Every Monday at 2pm. Dixie Newnam, Esq. and Dr. Hilda Carpenter cover new developments in science, technology, engineering, arts and math that affect all our daily lives. The entertaining duo takes an investigative look at various topics, informative answers and guests.



Joe Nick Patoski's Texas Music Hour of Power - Saturdays 7-9pm. Local resident and renowned Texas journalist and historian is the host of this sometimes weird, sometimes wacky, and always entertaining roundup of indigenous music from Texas and beyond. Recorded locally and broadcast on other Texas stations.