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For more information, contact:  
Megan Doern (Alliance), 503.552.6754  
Carol Rossio (KMHD), 503.432.8419

**KMHD 89.1fm, Portland Business Alliance Form New Partnership**  
*Public Radio Station to Offer Chamber Members Discounted Advertising*

PORTLAND, Ore. – Today, KMHD 89.1fm, Portland’s jazz station, and the Portland Business Alliance announced a new partnership between the two organizations. The agreement will enable the Alliance to reach KMHD’s 110,000+ public radio listeners with information about its work on behalf of 1300 member businesses and provide its small business members with a deeply discounted advertising opportunity on KMHD.

“The Alliance is excited about this new media partnership because of KMHD’s longstanding commitment to our community and its rich music history,” said Sam Brooks, Chair of the Portland Business Alliance Board of Directors and President of Brooks Staffing. “KMHD also has a unique listening audience, which includes a lot of small business owners and employees. Given that 80 percent of Alliance membership consists of small business owners, we thought this partnership was a good match.”

"KMHD is also excited by the partnership of public radio and the business community," said Doug Sweet, KMHD general manager. "The KMHD format works very well for office workers, daily commuters, and small and large businesses looking for just the right balance of music and information. We look forward to collaborating with metro area business owners and the Alliance."

The discounted advertising opportunity available to the Alliance’s small business members (50 employees or less) will include radio spots plus advertising on the KMHD Web site, which is viewed by not only local, but also national and international audiences who listen to the station via Web streaming every day. Alliance member companies interested in advertising with KMHD should go to: <http://www.kmhd.fm/businesspartners/> and look for the Alliance discount.

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*About KMHD 89.1fm*

*KMHD is a nonprofit arts organization dedicated to providing quality jazz, blues, and traditional American music 24 hours a day, 365 days a year. KMHD’s mission is to champion jazz as an indigenous, culturally significant American art form, by educating and*

*entertaining a local, national, and international audience.*

*About the Alliance*

*The Portland Business Alliance is Greater Portland's Chamber of Commerce representing more than 1,300 businesses in the region. The Alliance focuses on central city and regional issues and recognizes that the vitality of the central city and the region depend on one another, and Portland's vibrant, growing downtown is a regional asset.*