



New Foundation Name and Call Letters for All Classical FM

A moment of silence occurred when the call letters exchanged hands.

(Portland, OR) All Classical 89.9 FM has changed its metro call letters from KBPS to KQAC, and transferred “KBPS” back to Portland Public Schools. As a result, a staff and board decision was made to change the official name from the KBPS Public Radio Foundation to *All Classical Public Media, Inc.*

The changes were made for several reasons. All Classical purchased its broadcast license from Portland Public Schools in 2003. As part of that agreement, Benson High School proposed acquiring the call letters from All Classical (the BPS in KBPS stands for Benson Polytechnic School). Portland Public Schools is also the license holder of KBPS 1450 AM. The management and board of All Classical FM agreed.

President & CEO, Jack Allen stated, “These changes make sense and simplify our brand in this rapidly evolving, complex, multi-media environment. The call letters K-B-P-S were often confused with PBS, OBP and KPBS (in San Diego). In order to eliminate this confusion, we answer our phones “All Classical,” our website is www.allclassical.org and our logo is All Classical. In addition, when we looked at our three stations (KQDL The Dalles, KQHR Hood River, and KQOC Gleneden Beach), we saw a way to standardize all four by securing the call letters KQAC for Portland (AC stands for All Classical). *All Classical Public Media* is also more representative of our strategic planning and aspirations.”

About All Classical FM

All Classical FM is Portland, Oregon’s 24-hour non-profit classical radio station. Established in 1983, its mission is to provide classical music and fine arts information to listeners in Oregon, Southwest Washington and the world via the Internet. All Classical also strives to increase audiences for local performers and performances, thereby further enhancing the region’s cultural

environment. All Classical's signal is broadcast in Portland on KQAC 89.9 FM, and re-broadcast on the North Central Coast at KQOC 88.1, in the Hood River region on KQHR 90.1 FM and in The Dalles at KQDL 88.1 FM. KQAC 89.9 FM and its repeater stations are non-commercial public radio stations, relying on community contributions which provide more than 80 percent of their budgets.

The stations also receive financial support from local businesses and arts organizations that underwrite programming through on-air sponsorships. A small portion of the stations' annual budget comes from various foundation grants and the Corporation for Public Broadcasting. Additional information can be found at the stations' website: www.allclassical.org

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