



Celebrating the Past, Present and Future of Austin Music



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The Austin Music Network serves as the gateway for local, regional, and national artists to reach the central Texas population, and now the world. Through Time Warner and Grande Communications, AMN now reaches over 100,000,000 potential regional music lovers. With the launch of the new AMN website, Austin music and information is available worldwide via Internet streaming 24 hours a day.

AMN is devoted to establishing a self-sufficient business model. With a new focus toward developing programming that will appeal to a wider audience and potential sponsors, AMN is on its way to establishing a strong base of financial sponsorship and viewer support. AMN is also in the process of creating strategic alliances with local and national businesses, organizations, and media.

AMN is dedicated to creating a noticeable economic impact on the City of Austin, its musicians, and local businesses. Local programming continues to be a major emphasis at the Austin Music Network.

Station management is now under the control of seasoned music industry veteran, Louis Jay Meyers. He is known for his work in helping create and establish the South By Southwest Music Conference (SXSW), his past efforts in concert and artist management (Liberty Lunch, Killer Bees), and his ongoing international music industry relationships.

In early 2004, AMN will launch a major media blitz consisting of street promotion (posters, fliers, meet & greets) and regional media promotion (radio, print, television). Our goal is to reinforce the presence of AMN, to provide our new programming schedule, and to advertise our "Austin Music Week" activities in the winter and spring.

AMN has taken the first step of providing continuous local information via the new "crawl" across the bottom of the screen. This "crawl" will run 20 hours per day and feature club listings, music news of interest, upcoming programming, concert announcements, sponsor information, and more.

If given the opportunity, AMN is poised to become the leading resource in the local, regional, national, and international promotion of all things Austin.



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Austin Music Network

SXSW 2004

All advertising to run the full month of March with priority time available on request

Package A: \$3000

250 - 30 second ads running throughout AMN programming with your SXSW info. Includes custom television ad, full page color print ad in the AMN Spring Guide (20,000 distributed during March), weblink, on-air interview, airbreak mentions and priority video or film consideration.

Package B: \$2500

200 - 30 second ads running throughout AMN programming with your SXSW info. Includes custom television ad, 1/2 page color print ad in the AMN Spring Guide (20,000 distributed during March), weblink, on-air interview, airbreak mentions and priority video or film consideration.

Package C: \$2000

150 - 30 second ads running throughout AMN programming with your SXSW info. Includes custom television ad, 1/4 page color print ad in the AMN Spring Guide (20,000 distributed during March), weblink, on-air interview, airbreak mentions and priority video or film consideration.

Package D: \$1500

100 - 30 second ads running throughout AMN programming with your SXSW info. Includes custom television ad, 1/4 page color print ad in the AMN Spring Guide (20,000 distributed during March), weblink, on-air interview, airbreak mentions and priority video or film consideration.

Package E: \$1000

100 - 30 second ads running throughout AMN programming with your SXSW info. Includes custom television ad and priority video or film consideration.

Package F: \$500

100 - 15 second ads running throughout AMN programming with your SXSW info. Includes custom television ad.

Package G: \$250

100 - 10 second billboard style ads with your SXSW info. Includes custom television graphic.

SPECIAL PACKAGES

Package H: \$5000

25 - 30 minute blocks of time for related videos, documentaries or special produced programming used to promote a specific group of artists, label or any music business or showcase sponsor. Includes limited editing if needed, custom promos and a full page color ad in the AMN Spring Guide. 20% discount for ready to air product.

Package I - \$1000 per hour

Your artist, or group of artists live on the Austin Music Network from our in-house studio, aired throughout the Austin area and to the rest of the world via our web streaming. Late night and early morning programming time is available for broadcasting back to Europe, Asia or Australia in local prime time. This is a great way to share the SXSW experience with the fans and industry back home. Includes professional five camera live edit shoot with multi-track audio from our beautiful new studio. Each act will receive a digital copy of their performance (audio and video) for their own personal use. Backline gear (drums, bass and guitar amp) available. 20% discount for multiple hours.

Package J: on request

Tell us what you want to do and we will tell you what it will cost to make it happen. We can do live shoots, documentary shoots and news coverage. If you only need a camera person for an hour or a crew for a day, we can take care of your needs. All promotion ideas welcome.

Prices and packages only good for March 2004

Contact info: Patricia Moran at (512) 974-1808 or patricia@austinmusicnetwork.org

Austin Music Network 4209 Airport Blvd. Austin, TX 78722

Tel (512) 974-1800 Fax (512) 482-8054 www.austinmusicnetwork.org



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AUSTIN MUSIC NETWORK PROGRAMMING

Regular programming now includes (see enclosed schedule)

AMN Kids Hour: 90 minutes of live children's programming Monday through Friday and two hours on the weekends featuring music, stories, cartoons, films, special guests and much more. (11.5 hours weekly)

Frankie Goes To High School: Live every weekday from 5 to 6pm. Hosted, produced, directed and shot by high school students through a special AISD intern program. Featuring local high school bands, students and information. (5 hours per week)

AMN Film Showcase: Each Sunday, AMN features 6 hours of new and classic independent features, shorts and special programming from local, regional and national filmmakers. Current Film Showcase sponsors include Reel Women, Center For Young Cinema, Austin Film Festival, Timecode NOLA, Student Filmmakers Association and Show With No Name. Films repeat during the week (12 - 15 hours weekly)

AMN Classics: 9 hours per day of all your favorites from near and far, specializing in the best from Texas. Stevie Ray Vaughan, Christopher Cross, Timbuk 3, Bob Wills, Willie Nelson, Selena, Bob Schneider, Doug Sahm, Waylon Jennings, The Beatles, The Who, both Elvis', Janis Joplin and so much more (45 hours weekly)

AMN Archives, Country Classics, Live From Kerrville, Austin Music Hour: Music from our vaults, the best collection of Texas music video in the world. AMN Archive is hosted by the Austin History Center's Tim Hamblin (8 hours weekly)

Tejano/Latino Music: We now have four specialty programs featuring latin music each week. **Noche Latina** hosted by Tony Garza, **Primetime Tejano** hosted by Jerry Avila, **Muzidio** hosted by Willie Cantu and starting in February, **En Fogue Musical** produced by Abraham Quintanilla (8 hours weekly)

Club Scene: A nightly look at what is happening in the clubs and concert halls around Austin (6 hours weekly)

Bounce: The latest and best of the Austin hip-hop community on tape and live in the AMN studio (3 hours weekly)

The Pirate Speaks: Our first show dealing with politics hosted by a guest from our Kids Hour, Captain Phleabag. The Captain will feature political clips, interviews and information that are important to the local youth and music community. Topics covered include the Presidential Election, Austin Music Commission, Austin City Council and more. (1 hour weekly)

In Austin: Our weekly arts and entertainment program featuring news and interviews with local arts groups and producers including Ballet Austin, Austin Film Society, Bob Bullock Museum, Austin Children's Center and others. Also features music, film and exhibit reviews (2 hours weekly)

What Are You Looking At/The Hard Show: Hard Rock, Heavy Metal and Punk at its finest hosted by Matt Torres and legendary Austin hard rocker Jason McMaster (4 hours weekly)

Women Who Rock/girls, girls, girls...: Hosted by AMN's Nadia and Naomi, these shows are geared to women. Videos, interviews, features and contests for women (8 hours weekly)

In The Round: A weekly hour show featuring three top local songwriters sharing stories and songs with each other and the TV audience hosted by the Austin Songwriters Group (2 hours weekly)

Texas Request: Every night at midnight, AMN hosts a three hour live call-in request show hosted by Alex and Nadia and featuring every kind of music possible. Show repeats at 3am (33 hours weekly)

Specialty Shows: **Global Jazz** (Local and national jazz), **The Blues Hour** (the best of the local blues scene now and from the past), **The Euro Show** (the best of European artists), **World Groove** (reggae, African, Caribbean and more), **ArtAfterNext** (experimental film and videos), **Hot Box** (the freshest videos to arrive at AMN), **101Xtreme** (rock, rock, rock), **The Rick Hertless Show** (Grand Old Opera meets Hee Haw), **Music In the Air** (live shows captured at the Austin Airport), **Louisiana Jukebox** (top rated weekly Cox Communications produced show from New Orleans) and ACAC's award winning **Show With No Name** (classic TV clips and call-in)



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Austin Music Network Shows

101Xtreme: Tue 11:00a-1:00p

The Austin Music Network joins forces with 101.5fm KROX. Local and national alternative rock hosted by various 101X on-air personalities. New and local videos as well as information about what is happening around the Austin alternative scene.

Target Audience: All (16-30)

All Request: Sun 12-3a

All of your requests all of the time.

AMN Archives: Mon 8-9p/ Sun 7-8p

Music from the archives of the Austin History Center.

Target Audience: Adults (21-60)

AMN Classics: Mon-Fri 8a-12

Videos from the heyday of music television.

Target Audience: Adult Males (21-45)

AMN Film Showcase: Sat 3a-6a/Sun 10p-12

Local films by area filmmakers. AMN Presents Local indie filmsters young and old. You'll see animated shorts, full length feature films, 8mm, 16mm, 35mm and digital work that will either have you laughing or saying "Why didn't I think of that?"

AMN Kids Hour: Daily 6:30-9a

Videos, music, learning, and fun!

Target Audience: Kids (4-16 plus their parents)

ArtAfterNext: Mon 12a-1a/Sun 11p-12a

Intellectually, and aesthetically challenging artworks.

Target Audience: All (16-40)

Austin Country: Mon 6-7p/Thurs 5-6a/Sat 2-3p

Honky tonk heroes and steel guitars.

Target Audience: All (16-50)

Austin Film Festival: Thurs 9-10p/Sun 6-7 & 9-10p

The best of the Austin Film Festival

Austin Music Hour: Wed 6-7p

One full hour of nothing but Austin musicians

Blues Time: Sun 11a-12p

The latest guitar singers mixed with their influences.

Bounce: Wed 10p-12a

AMN's all hip-hop video show.

Bounce RX: Sat 10-11p

Bounce Electronic Style

Club Scene: Mon, Tue, Wed, Fri 8-9p

A visual guide to Austin's club scene.

Country Classics

Brand new vintage country videos

Enfoque Musical: Tues 6-7p

Enfoque Musical

Frankie Goes to High School: Mon-Fri 5-6p

High School arts and culture around Austin

Target Audience: Kids (12-18)

Friday Night Concerts

Live performances from great local acts each and every Friday from AMN's own Mambo stage.

Friday Night Shout Out: 12-3a

Requests and Dedications.

Girls,Girls,Girls... Sat 8-10p/Sun 12-6p

Girls with guitars... and other musical instruments.

Global Jazz: Sun 10-11a

Silky grooves of current and past trailblazers.

Guest VJ

Austinites choose and introduce videos.

Hot Box: Mon-Wed 9-10p

The hottest videos from local and national acts.

Target Audience: All (16-30)

In Austin: Thurs/Fri 6:30-7p/Fri 6-7p/Sat 1-3p

Austin's only Arts & Entertainment magazine show.

In Concert: Mon-Thurs 6-6:30a

Live Performances from AMN

In The Round: Wed 7-8p/Sat 5-

Singer-songwriters performing live.

Jack E. Jett Show: Thurs 11:30p-12a/Sun 8:30-

From the sublime to the subliminal

Latin Live Shots

Austin's latin favorites performing live in their hometown.

Live From Kerrville: Sat 1:30-2p

Live performances from the Kerrville Folk Festival.

Lone Stars

Greats from the Lone Star States.

Louisiana Jukebox: Sat 12-1p

The best of Louisiana music

Music In The Air: Sat 6-7a & 4-5p

Live performances from Austin Bergstrom International Airport.

Musica Caliente

The hottest sounds and videos in latin music.

Muzido: Sun 9-10a

San Antonio's favorite Latino music

Noche Latina: Tues 7-8p/Sat 9-10a

AMN Latin Music Video Show

Pirate Speaks!!: Thur & Fri 6-6:30p

The Jolly Garogers' infamous pirates take on the establishment.

Prime Time Tejano: Thur 7-9p/Sat 10a-12p

AMN's All Latin Music Video Show

Rick Hertless Dinner Theatre: Sat 3-4p

Hee Haw meets the Grand Ole Opry.

Target Audience: All (16-50)

Show with No Name: Sat 7-8p

Show with No Name

Student Filmmaker Showcase: Thur 11-11:30p/Sun 8-8:30p

Student film and video work from around Texas

Supper Sessions

Music in the spirit of Kenneth Threadgill.

Target Audience: Adults (21-60)

Texas Overnight

All Texas videos, all night long.

Texas Request: Mon-Fri 12mid-3a

Programmed by our viewers.

The Euro Hour: Thur 3-4a/Fri 9-

Music Videos from your favorite European artists

The Hard Show: Fri 11p-12a

Rock Hard.

Timecode: NOLA: Thur 10-11p/Sun 7-8p

Timecode: NOLA

Weekend Hangover

A mix of softer tunes that won't have you scrambling for the volume control.

What Are You Looking At?: Fri 10-11p

Rock Hard.

World Groove: Mon 10-11p/Fri 7-8p

Dub, Reggae, and World Music





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Client List

Strait Music Company
Hill Country Springs Water
Austin Rent-A-Center
Dub King
Austin School of Music
Austin History Center
Kerrville Folk Festival
New Braunfels Museum of Art & History
Dallas Sound Labs
GoGirlsMusic.com
605 Network
Room Service
Sony Records
Accalaim Talent
Threadgill's
Country Line Magazine
Dog & Duck Pub
Bennigan's
TexasMusicChart.com

Center For Young Cinema
The Mayor's Office of New York
Carlow Country Productions
Tejano Artist Music Museum
Folk Alliance
Cox Communications
Thursty the Elephant
Texas Rollergirls
McCoy's Lumber
Austin Songwriters Group
Prime Time Tejano
Red Eyed Fly / Bigsby's
Rock n' Roll Rentals
Austin Lyric Opera
Austin Independent School District
Austin Convention & Visitors Bureau
Austin Chronicle
FOX 7 - Austin
Megabyte Express
The Back Room
The Print Shoppe



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RECENT AUSTIN MUSIC NETWORK ACHIEVEMENTS

Internet video streaming to over 2000 simultaneous users worldwide
www.austinmusicnetwork.org

Internet audio streaming to over 1000 simultaneous users worldwide
www.austinmusicnetwork.org

AMN is in over 1,000,000 homes throughout the central Texas area (including Austin, San Antonio, San Marcos and New Braunfels) through Time Warner Cable Austin and Grande Cable.

AMN is now 100% programmed and covers almost every musical taste and age group. There is no freeform format time anymore (see current programming schedule) www.austinmusicnetwork.org

AMN is providing a valuable service to the film community as well as the music community with over 15 hours of independent film programming each week

AMN offers the only daily live children's programming in the Austin area with 90 minutes each weekday morning and two full hours on the weekend

AMN offers the only daily live programming for High School students in the Austin area with 60 minutes each weekday produced and hosted by area high school students

AMN produces more original programming than any other TV station in the Austin area

AMN offers more entertainment news and information than any other TV station in the Austin area

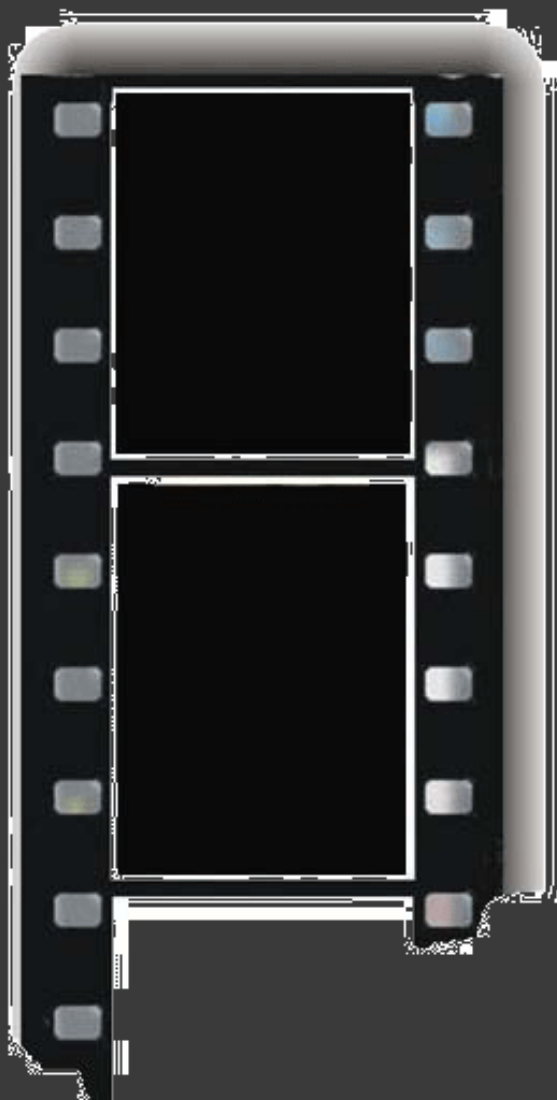
AMN offers more independent film than any other station in the Austin area

AMN offers more local music than any other TV or radio station in the Austin area

AMN has more Austin music on the Internet for the world to enjoy than any other website in the world

AMN has achieved all of this with the smallest budget of any TV or radio station in the Austin area

The Austin Music Network
www.austinmusicnetwork.org





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Contact Me - JULIE LAMB

Austin Music Network
Phone Number: 917-575-0890
Email:

Webmaster
Our Webmaster loves to hear your comments and suggestions about our website.
Email:lorijean1@mac.com

Physical Address:
4209 Airport Blvd.
Austin, Texas 78722

Map For Address:
4209 Airport Blvd.
Austin, Texas 78722

Map interface showing a large empty map area with directional arrows (NORTH, SOUTH, WEST, EAST) and a zoom level legend on the right. The legend includes 'continental', 'regional', 'city', and 'street' levels.

Driving Directions



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Austin Facts

Austin Weather

- * Mean temperature - 68° F
- * Mean low temperature - 58° F
- * Mean high temperature - 79° F
- * Average rainfall - 32"
- * **Average days of sunshine - 300**

- * Founded in 1838
- * Population: 1, 249,763 people in the metropolitan area. 656,562 in Austin city limits
- * Austin is the second fastest growing city in the United States
- * The 16th largest city in the country
- * Area: 2,705 square miles in metro areas. 232 square miles within the city limits
- * Time Zone: Central Time
- * Sales Tax: 8.25 percent
- * Area Code: 512
- * Location: Austin is 236 miles from the Mexican border and located within 200 miles of San Antonio, Houston and Dallas
- * Austin ranked as "Best Place for Business" (Forbes, 2003) with more than 1,000 tech companies.
- * Austin has 11,800 acres of greenbelt used for recreation
- * Fourth most visited city in Texas, with more than 7 million annual visitors
- * Highest point is Mt. Bonnel at 785'.
- * Austin is a clean-air city. Smoking is prohibited in buildings open to public.
- * How to dress: spring, summer and fall are suitable for shorts, cotton, short sleeves and light dresses. In winter, a sweater or light jacket might be needed. The coldest months are usually December and January, when coats may be required.
- * Live Music Capital of the World with more than 100 live music venues
- * Home to North America's largest urban bat population, up to 1.5 million Mexican free-tail bats fly nightly spring through fall

Texas Facts

- * Population: 18.4 million
- * Area: 800 miles east to west; 266,807 square miles; 3,100 towns and cities;
- * 1.5 million acres of lakes; 80,000 miles of rivers, streams and bayous
- * Capital: **Austin**
- * State Motto: Friendship
- * State Song: "Texas, Our Texas"
- * State Bird: Mockingbird
- * State Flower: Bluebonnet
- * State Tree: Pecan
- * State Dish: Chili
- * Highest Point: 8,749 feet, Guadalupe Peak
- * Lowest Point: Sea Level, Gulf of Mexico
- * Time Zone: Central, except far West Texas (El Paso Area), Mountain Standard Time.
- * Nickname: "Lone Star State"



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The Austin Music Advisory Board

As of November 1, 2003

Anne Kelly: Center for young Cinema
David Wyatt: Austin Symphony
Brad Koester: 605 Network
Dalis Allen: Kerville Folk festival
Mike Mordecai: BBA Dallas Sound Lab
Dave Seebre: Austin School of Music
Eddie Wilson: Kenneth Threadgill Music Project
Marcelo Tafoya: Tejano Artist Music Museum
Abe Zimmerman: Kenneth Threadgill Music Project
Bruce Orr: Texas Music Project

The purpose of the AMN advisory Board is to:

Act as a watch dog group to give us feedback on our programming and our overall appearance to the general public.

Offer ideas related to programming, fundraising and new relationships.

Educate us on how we can better serve the music, film and arts industries of Austin.



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Underwriter/Programming Sponsorship

Monthly

Category Exclusive \$2000

Your business attached to a specific target program
Includes 100 spots monthly throughout the program schedule.
Aired during programmed show and daily 7am-3am
Quote includes cost of production.

*category Exclusive Meaning one restaurant, bar, clothing, vendor, speciality store per programming sponsorship

Non-Category Exclusive \$1000

Includes 50 spots monthly attached to a specific target program
Aired during programmed show and daily 7am-3am
Quote includes cost of production.

Non-Category Exclusive \$500

Includes 25 spots monthly attached to a specific target program
Aired during programmed show and daily 7am-3am
Quote does not include cost of production.

Overnight Special \$500

Includes 50-30 second spots monthly between 12am and 6:30am
Quote does not include cost of production.

Austin Indie Label/Artist Special \$250

Includes 25 spots monthly attached to a specific target program
Aired during programmed show and daily 10pm-6am
Quote does not include cost of production.

In house production services Price on request

Video/Audio Production Tape Duplication
Filming and editing services blue screen production
Character generation (CG) live video capture
Video project development dvd production



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Austin Music Network
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Email:

Webmaster
Our Webmaster loves to hear your comments and suggestions about our website.
Email:lorijean1@mac.com

Physical Address:
4209 Airport Blvd.
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Destination Address:
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