



KUSC
CLASSICAL | *fm 91.5*

Annual Report
2017

Map of Classical KUSC Coverage

KUSC's Classical Public Radio can be heard in seven counties, from as far north as San Luis Obispo and as far south as the Mexican border. With 39,000 watts of power, Classical KUSC boasts the 10th most powerful signal in Southern California. KUSC transmits its programming from five transmitters - KUSC-91.5 FM in Los Angeles and Santa Clarita; 88.5 FM KPSC in Palm Springs; 91.1 FM KDSC in Thousand Oaks; 93.7 FM KDB in Santa Barbara and 99.7 in Morro Bay/San Luis Obispo.

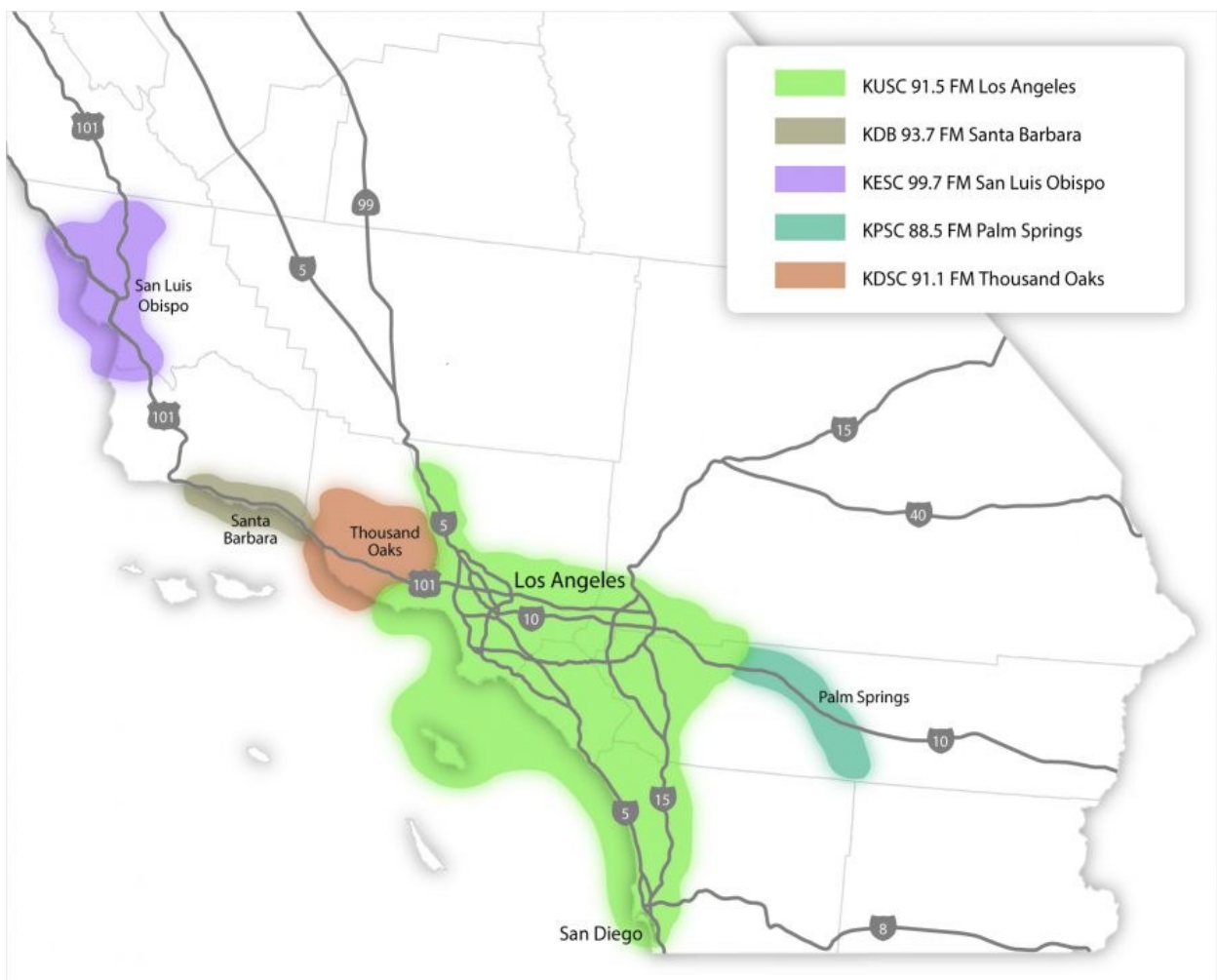


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KUSC Mission

To make classical music and the arts a more important part of more people’s lives. KUSC accomplishes this by presenting high quality classical music programming, and by producing and presenting programming that features the arts and culture of Southern California. KUSC supports the goal of the University of Southern California to position USC as a vibrant cultural enterprise in downtown Los Angeles.



USC Radio Group President, Brenda Barnes



KUSC's performance on every level has been very strong this year, but it has also been a challenging year. Dennis Bartel's announcement that he has Parkinson's Disease hit all of us very hard. Dennis has been rising in the wee hours of the morning for many years to make certain our days got off to a great start. We all got to know him and his family, and having Dennis disappear from the airwaves in January was a very sad way to start the New Year.

Thank you for understanding that we needed to let Dennis process his diagnosis and guard his privacy until he was ready to let everyone know what was happening. Dennis is handling the situation with his usual optimism, determination, and sense of humor. He has an incredible family supporting him, and his many fans have rallied around him and are offering support and encouragement too. Dennis is hopeful that new treatments will come along and enable him to return to work. We have told him we will welcome him back with open arms anytime!

Dennis's news followed closely on the heels of Rich Capparella deciding to shift his role in order to spend more time on his bucket list. We are thankful Rich wanted to continue to work with us as a contractor. It has felt like less of a loss since he is still heard every week on KUSC and has continued to make appearances during our membership drives. Having Rich shift his role and Dennis out on leave has led to two new voices being heard on the air

regularly. John Van Driel joined us as Chief Content Officer in November and has been on the air much more than we ever intended due to the circumstances. That has allowed all of us to hear often how happy he was to leave Toronto winters behind in favor of Southern California weather! Dianne Nicolini who is an announcer for our Bay Area stations is now on the air in Southern California hosting a request program, and Alan and Brian have expanded their shifts to help fill the gaps as well. I am grateful to all of them! We are seeking new announcers to join the KUSC family, and we hope to find the right people soon. It is very difficult to find announcers with enough knowledge and experience to join our very talented crew.

In spite of all this shifting and changing it has been a very successful year for KUSC thanks to your patience, understanding, and support. Many listeners tell us that having a respite from the news, the crowded freeways, and the stresses of life is more important every day. Thank you for partnering with us to ensure that Southern California continues to have a great classical music station.

One of the highlights of the year was our inaugural Kids Discovery Day at the Natural History Museum in Los Angeles. The purpose of this pilot program was to-

showcase the value of music education for children and families. There was a live broadcast by KUSC from the museum and live musical performances by LA Opera artists, musicians from the USC Thornton School of Music's Community Engagement Programs, the Colburn School Jumpstart Wind ensemble, the LAMusArt Choir, the Inner City Youth Orchestra and the LA Chamber Orchestra, in addition to crafts with the LA Opera Education Division and an Instrument Petting Zoo sponsored by the LA Philharmonic Associates. McCabe's Guitar Shop was on hand to demonstrate how guitars work, and KUSC enabled kids to create, record and share their own original tunes with a newly designed app called Moodles (music + doodles). More than 4500 people attended, and we are already planning a second music discovery day with the Natural History Museum.

We also held an instrument drive prior to the Kids Discovery Day in partnership with the Mr. Holland's Opus Foundation that put hundreds of repaired instruments in the hands of young people who would not have been able to afford to purchase instruments. We are grateful to all those who dug through closets to find used instruments to donate.

From KUSC at the Movies to Getaway Wednesday to celebrations of the holidays we are thrilled and honored to have spent the year being a part of your life.

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Thank you again for your support which is the only reason we get the opportunity to bring great music into people's lives every day. No matter what happens internally or in the world around us, we know we have a duty to stay focused on our mission and that is what we do!

Breda Barris



KUSC Programming

It's been a big year, full of change at KUSC. In February, KUSC celebrated its 70th birthday and this summer we celebrated Alan Chapman's 25th anniversary with the station. Rich Capparella semi-retired (luckily, we still get to hear him on Fridays and weekends) and Dennis Bartel is taking time away from the station after being diagnosed with Parkinson's disease. Brian Lauritzen took over for Rich during the evening commute and expanded the Anti-Road Rage Melody to more than just one CarTune. John Van Driel joined the USC Radio family, moving to Los Angeles all the way from Toronto, Canada; and listeners heard other voices on KUSC too, like Dianne Nicolini and Robin Pressman.

Weekly Programming

The Request Show: you make requests and Alan Chapman plays them every weekday during the noon hour.

Soul Music: Brian Lauritzen hosts a program of serene choral and instrumental works spanning a millennium, from Gregorian chant through music of today.

A Musical Offering: from the brilliance of Monteverdi to the mastery of J.S. Bach, this program brings you the soundtrack for an easy Sunday morning; hosted by Alan Chapman.

The Opera Show: presenting the greatest recordings of the most enduring operatic masterpieces in their entirety; hosted by Duff Murphy.

Arts Alive: from the desert to the sea, from the stage to the page, *Arts Alive* (Saturdays at 8AM) covers the artists, events and trends that help make Southern California such a cultural dynamo; hosted by Brian Lauritzen.

USC Thornton Center Stage: featuring performances from the USC Thornton School; hosted by Alan Chapman.

The Record Shelf: featuring reviews of classical recordings, highlights of renowned classical artists and guides to the best readily available recordings; hosted by Jim Svejda.

Modern Times: exploring great musical works from the last hundred years; hosted by Alan Chapman.

Holiday Broadcasts

KUSC celebrated the sounds of the season with holiday specials throughout December.

Chanukkah Lights with Jim Svejda, our annual Chanukkah program, featuring *The Chanukkah Story* with Leonard Nimoy and the Western Wind vocal ensemble, and Handel's *Judas Maccabeus* conducted by Sir Charles Mackerras.

A Festival of Nine Lessons and Carols, KUSC's traditional live broadcast of the beloved 30-voice King's College Choir performing their legendary annual service of music and Biblical readings at Cambridge University.

Los Angeles Master Chorale: A Festival of Carols, songs of the season performed by one of the world's great choruses in traditional and dynamic new arrangements.

KUSC's New Year's Eve Bash, this 7-hour program is our yearly exercise in mirth and mayhem hosted by, who else, Jim Svejda.

Live/Special Programming

Live Broadcast Specials

LA Opera On-Air: Live Season-opening Broadcast—Saturday, September 17, 2016

Duff Murphy and Gail Eichenthal co-hosted a live broadcast of LA Opera's season-opener from the Dorothy Chandler Pavilion—Verdi's *Macbeth* starring Placido Domingo in the title role with Ekaterina Semenchuk as the diabolical Lady Macbeth. James Conlon conducts.

Opera on KUSC

Twenty-three broadcasts from **The Metropolitan Opera**. The operas aired from December 2016 to May 2017.

Five productions of **LA Opera On Air**. The operas aired from May 20, 2017 to June 17, 2017 and were hosted by Duff Murphy.

Pacific Symphony Live Saturday, June 10, 2017

Rich Capparella hosts a live broadcast from the Renee and Henry Segerstrom Concert Hall of the Pacific Symphony and the Pacific Chorale performing Mahler's *Symphony No. 2, "Resurrection"*. Carl St. Clair conducts, with soloists Mary Wilson, soprano, and Margaret Lattimore, contralto.

SoCal Sunday Night

Every Sunday evening at 7PM, KUSC broadcasts great concerts from a rotating cast of Southern California's finest orchestras and ensembles. We bring you the dynamic Los Angeles Philharmonic from Disney Hall and from the Hollywood Bowl; take you to Costa Mesa to hear the Pacific Symphony; put you front and center with the LA Master Chorale; and soak up the sounds of the Los Angeles Chamber Orchestra.

Shanghai Symphony Orchestra

KUSC aired the first broadcast series of a Chinese orchestra to U.S. radio audiences—13 concerts, airing Saturdays at 8PM starting May 27, 2017. KDFC's award-winning announcer Hoyt Smith hosted the broadcasts, and Maestro Long Yu conducted the Shanghai Symphony Orchestra (SSO) alongside an all-star line-up of soloists, including Lang Lang, Maxim Vengerov, Yo-Yo Ma, Yujia Wang and Christian Tetzlaff.

Los Angeles Philharmonic

Live Season-opening Broadcast—Friday, September 30, 2016

Brian Lauritzen and Alan Chapman co-host the opening program of the Los Angeles Philharmonic's 2016-17 season from Walt Disney Concert Hall: *Adams @ 70: Dudamel & Yefim Bronfman*. Conductor Gustavo Dudamel, pianist Yefim Bronfman, and the St. Lawrence String Quartet join the Phil for a concert paying tribute to the LA Phil Creative Chair John Adams with the LA premiere of Adams' *Absolute Jest*, plus music by Beethoven.

KUSC Kid's Discovery Day LIVE Broadcast—Sunday, April 9, 2017

For four hours, Brian Lauritzen, Alan

Chapman and John Van Driel hosted a live broadcast from the Dueling Dinos hall during KUSC's first ever Kids Discovery Day. They played music perfect for little listeners and interviewed young musicians and a range of music.

*"Huge hugs of thanks
for your funtabulous
Kids Discovery
Day!!!"*

*—Cathleen Schneider
-Russell*

On-Air Promotions

Listeners value music programming that entertains and enlightens them, and our on-air promotions are one way we engage listeners, have a little fun and maybe even reveal a different side of classical music.

KUSC Love at First Listen

In October, we welcomed fall by falling in love with classical music all over again. We asked listeners to tell us about that first piece of classical music that really got to them. Then we played back those pieces, along with listener's stories, during our **Love at First Listen** week.

In December, we helped listeners looking for stocking stuffers by sampling our host's favorite CDs of the year during **My Favorite Things** week.

KUSC At the Movies

In February, we rolled out the red carpet for our annual hit promotion **KUSC at the Movies**. We celebrated five decades of movie music with film score favorites from the classics to the newest crop of Oscar nominees.

Would you believe a smile got my brain going and THEN I enjoyed my coffee instead of the other way around?!? I woke up to a piece by John Williams from one of my favorite epic movies, Star Wars! Thank you KUSC for make the world a better place!
– Sabrina Jones

KUSC's Great Outdoors

In March, we kicked off KUSC's **Great Outdoors** week on the first day of spring—from the Grand Canyon to the Alps, and from the sea to the season of spring, we played music inspired by natural beauty throughout the week. And we asked listeners to show us what spring looked like where they were.

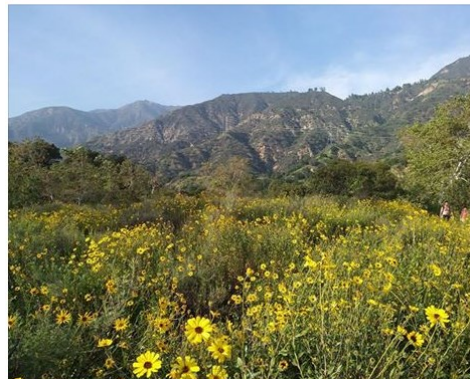
Jessica Martinoff added a new photo to Classical KUSC's Timeline — in Blacksburg, Virginia. March 23 · 🌐

Spring in Blacksburg, VA! 😊
You guys have been amazing and have helped this Los Angeles native stay sane through 3 years of vet school here at Virginia Tech! Just a few weeks till the class of 2018 starts clinical rotations! Yay!



Tony Ostos · Classical KUSC March 21 · 🌐

Spring time 2017 @ Eaton Canyon Park above Altadena.



On-Air Promotions

KUSC Top 100 Countdown

In April, we held our third annual **The KUSC Top 100 Countdown**. We asked listeners to vote for their favorite pieces of classical music and then counted down the top 100, creating Southern California's biggest classical music survey. And for the third year in a row, Beethoven's Symphony No 9 came in at Number 1.

"Aloha! Congrats on another successful run of The KUSC Top 100. I've had you guys on all day every day this week so that I wouldn't miss a thing! So glad that the B9 came out on top...again."— Mimi Elliott

"I am so stoked, as they say, that the piece I really pushed for, made it to #5 - Ralph Vaughn Williams' Fantasia on a Theme by Thomas Tallis! Thanks to fellow voters who were also likewise moved by this sublime work. And thanks to KUSC for doing this Top 100 where all of us can cast our votes, campaign a bit with our friends, and simply share the best music that moves us! I'm looking forward to next year" — Frederick Brenion

KUSC's Summer of Love

Things got pretty groovy in May with **KUSC's Summer of Love**: a psychedelic trip through eras that changed the world from the 1660s to the 1960s. In honor of the 50th anniversary of the Summer of Love, KUSC remembered the power struggles, artistic movements, great fashion, big scandals, and above all unforgettable music of eras that changed the world.

Once again last year, we spent the summer helping listeners explore the world through music on the day they could most use a boost with **Getaway Wednesday**. Every hump day in July and August, we took a musical mini-vacation to

KUSC Getaway Wednesday

a new destination every hour. We asked listeners to share reminded them of a favorite trip or dream vacation, or music that just helped them feel like they were getting away.

KUSC At the Beach

Rich Capparella launched **KUSC at the Beach** in August 2013 and even though Rich semi-retired in 2016, **KUSC at the Beach** remains KUSC's signature start to the weekend. Rich hosts the Friday show from his home studio near the sparkling Pacific Ocean and helps listeners get into a weekend state of mind.

My philosophy for the program is that you've given enough for the week. Starting at PM, we begin your weekend for you with loads of ideas about things to do over the next couple of days (many concerts mentioned are free) and we eventry to slip in a request every hour. The vibe is relaxed and easy. Very informal and, with luck, relaxing. — Rich Capparella

KUSC's Off to School Request

Every morning during the school year, KUSC celebrates our littlest listeners with the **Off-To-School Request**. We invite children, parents, grandparents and other listeners to make a special request for the trip to school and pick one to play at 7:15AM. During the Summer, we keep the fun going with a **Summer Vacation Request**.

KUSC Programming

SoCal Sunday Night Broadcast July 2016– June 2017:

Twelve **Pacific Symphony** concerts: seven aired from February 5, 2017 to March 19, 2017 and five more aired from June 25, 2017 to July 23, 2017; hosted by Rich Capparella.

Ten concert broadcasts of the **Los Angeles Philharmonic at the Hollywood Bowl**. Concerts aired August 2016 through October 2016; produced and hosted by Brian Lauritzen.

Eight concerts from the **Los Angeles Chamber Orchestra** aired from October 2016 to December 2016; hosted by Dennis Bartel

Two holiday concert broadcasts from the **Los Angeles Master Chorale**, aired December 11, 2016 and December 18, 2016; hosted by Alan Chapman

Five concert broadcast from **Santa Barbara and Central Coast ensembles** (Festival Mozaic, Music Academy of the West, CAMA, Santa Barbara Chamber Orchestra, Quire of Voyces), aired in January 2017 and hosted by Robin Pressman.

Thirteen concert broadcasts of the **Los Angeles Philharmonic at Disney Hall** from March 2017 through June 2017; produced and hosted by Brian Lauritzen



What Are People Saying About KUSC?

"When I hear the words, "up next" on the radio I'm conditioned to expect commercials, not music, but when KUSC says it, they really mean it and beautiful music is immediately next. Thanks for the instant gratification! Proud to be a sustaining member".
—Louise Beebe

"This has been my favorite radio station ever since the days of the FM radio evolution. Yes, that long ! It used to be only available to us in the LA area. Now it is a gift for the world. No station, no hosts do it the way KUSC does it. Simply wonderful classical music 24/7".
— Kenneth Adlam

"Yo Svejda! Your broadcast of Hilary Hahn's performance of Beethoven violin concerto was a welcome relief from having to hear "Itsy Bitsy Spider" everyday during my 1 year old baby nightly feeding before bed. And Beethoven proved to be just as effective as the spider in getting him to focus on finishing his milk. The Vaughn-Williams' "Lark Ascending" encore following Beethoven was a welcome meditative escape". — Sam Jang

"Thank you for playing Respighi's Ancient Airs and Dances today! I'm staying in my car with groceries getting warm, just so I don't miss it." — Jen Cassone

"I woke up late this morning and was grouchy, then when I got to work you were playing one of my all time favorite pieces, The Overture to The Barber of Seville. Cheered me right up. Thanks!" — Julie Griffith



"Hey KUSC! I struggled listening to classical music, but have always wanted to listen to it. With life's hustle and bustle it's hard to take a moment to relax and just listen. I keep your station on ALL work day long in my cubicle. No lyrics also means no distractions. Thank you guys for making classical music enjoyable to listen to, no commercials, and an entertaining radio character!"
- Justin from Nashville, TN

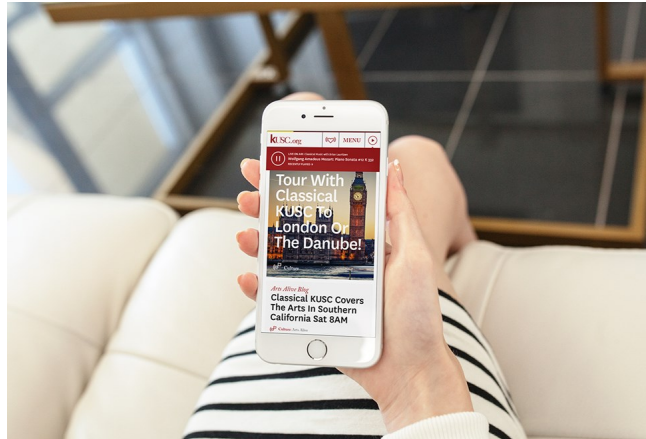
"After being stuck with small-town NM radio's "classical selections," I was starting to think I didn't like classical music anymore. Driving around Palm Springs this week and finding your station - I realized I still love classical music! Everything I heard was just beautiful. Thank you for existing".
— Sheila Moorehead

"10-month-old Lily was rocking out to the Brandenburg Concerto just now, sitting in her high chair eating oatmeal. She'll often stop playing and start "conducting" when something comes on your station that especially moves her". Thank you KUSC! — Elizabeth Silva

KUSC New Media

New KUSC.org

We've redesigned our website to make it easier for users to listen to Classical KUSC from any mobile phone, tablet, or desktop computer. No download required, simply open your favorite browser and visit www.kusc.org. You can still find all the pages you love by clicking or tapping on "Radio", "Culture", and "Giving" in the menu on the top of your screen.



New APP For Kids

We are happy to announce our first app for kids. Moodles makes it fun and easy to create, record and share original music with friends — no real instruments or classes required. Using simple controls, kids can record a "musical doodle" on their computer or mobile device while Moodles animates it, turning music into the ultimate form of play. The first audio-visual instrument of its kind, Moodles was designed to inspire the next generation of digital musicians by pushing the boundaries of music creation on a mobile device. Our app is available for free from the Apple Store <https://moodlesapp.com/>



KUSC Community Engagement

In FY 17 KUSC launched several new initiatives to help more children have access to arts education, musical instruments in underserved public schools, and to be inspired by free live musical performances.

KUSC Instrument Drive March 2017

This past spring, KUSC conducted a two-week instrument drive, collecting gently used instruments from listeners ranging from San Diego to Santa Barbara, with 12 drop-off locations. These included schools, music stores and a popular Pasadena coffeehouse. In partnership with the Mr. Holland's Opus Foundation, KUSC collected nearly 450 instruments, which have already been repaired and granted to 22 public schools. As a result, tens of thousands of children have been impacted by the donation of instruments to their music programs.



KUSC Discovery Day at The Natural History Museum

In April, KUSC inaugurated a children's music festival at the beloved LA institution, with a live KUSC broadcast from 9a-1p. The first ever KUSC Discovery Day featured live music by ensembles from LA Opera, LA Chamber Orchestra, the Colburn School Jumpstart Wind Band, an elementary school choir from LAMusArt in East Los Angeles, and members of the Inner City Youth Orchestra of Los Angeles. We also offered kids the opportunity to compose songs on a new KUSC-created app called "Moodles", operatic-themed arts and crafts, an "Anatomy of a Guitar" workshop, and an LA Philharmonic instrument petting zoo. The attendance of 4,500 was at least 30% higher than the average Sunday at the Natural History Museum. The Museum was as thrilled as we were, and we've already booked an encore event in April 2018.

KUSC's Kids Discovery Day at the



Natural History Museum



KUSC Underwriting

FY 2017 was a year of transition for KUSC Underwriting with new personnel on board and a restructured approach to our partnerships with the Arts as well as corporate sponsorship partners. Our goal was to expand our partnerships with Arts community asking for more reciprocal relationships as well increased investment in our valuable underwriting assets in an effort to improve ROI for our clients. The results are in early stage and significant expanded partnerships with some key Arts organizations: Los Angeles Philharmonic, Los Angeles Chamber Orchestra, and the Philharmonic Society of Orange County.

Support of The Arts

Classical KUSC partners with the Arts community for most of its underwriting revenue while fulfilling its mission of being a voice for and a portal to the arts. KUSC continued to provide advocacy in the form of long running on-air and online features “Arts Alive” as well as “Modern Times.” KUSC also added arts-focused events; Kids Discovery Day and the KUSC Instrument Drive which impacted thousands of kids and students.

Corporate Sponsors

As a corporate sponsor of Classical KUSC, your message reaches the most affluent and educated listeners in Southern California. For information on becoming a KUSC corporate sponsor, contact Tim McClellan at 213-225-7450 or tmcclellan@kusc.org.



Classic Event Schedule—2016-17

- September 23, 2016
Kern Plays Rachmaninoff—Pacific Symphony
- October 5, 2016
Philharmonia Orchestra with Esa-Pekka Salonen
Valley Performing Arts Center
- November 11, 2016
Dvorak & Silbelieus—LA Philharmonia
- December 11, 2016
Boston Camerata—Da Camera Society
- February 4, 2017
Matthias Pintscher—Colburn School
- March 15, 2017
American Ballet—Seegerstrom Center
- March 18, 2017
Mozart & Mendelssohn—Pasadena Symphony
- April 8, 2017
Michael Fabiano —The Broad Stage
- May 21, 2017
Kahane Plays Mozart—LA Chamber Orchestra
- June 17, 2017
Lux Aeterna—LA Master Chorale

KUSC Engineering

A New KUSC Studios Central Audio Routing Switcher

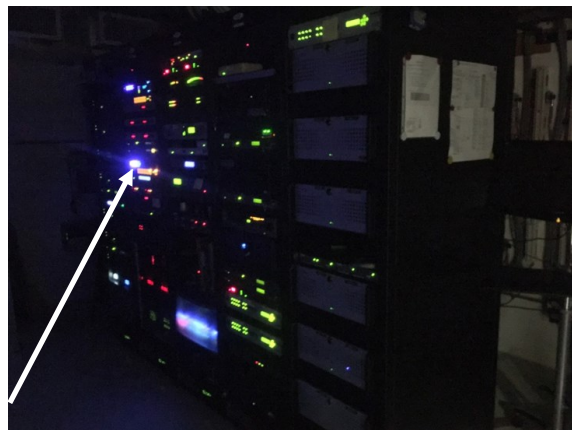
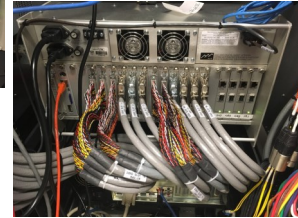
The Parsons Foundation provided special funding that allowed KUSC to invest in technical upgrades to the KUSC Technical Operations Center. A new central audio routing switcher will enable KUSC studios to more effectively distribute audio content to the various Southern California radio tower sites and more effectively exchange live content with our sister station in the Bay Area. This routing system is considered the heart of KUSC's studio complex and enables the KUSC program stream and live broadcast audio to be distributed to each of our Southern California tower sites. It is also critical for smooth operation of KUSC productions and will enable further operational improvements that will help KUSC air staff to more effectively produce the content that our listeners love.

91.5 Mt Harvard Tower Painting

KUSC's main antenna tower was due this year for a new paint job. KUSC's Angeles Forest tower has been operational from this location for 24 years and was beginning to exhibit some oxidation. The tower is inspected and maintained each summer. This year the hired ComPlus tower crew painted every inch of the 65' radio tower. The tower is located near Mt Wilson in the Angeles Forest. The mountain top location for the tower is approximately 5,500 feet above sea level and overlooks Los Angeles.



Pictured to the Left—"Under the hood" of the new 32KDS Central Audio Routing Switcher
Below—back view cable harness



Pictured above: The KUSC Technical Center. The newly installed 32KD Central Audio Routing System provides lost of additional color! It's sure to be the new "heart" of the faculty. Pictured below: contractors painting KUSC's main antenna tower on Mt Harvard.



USC Radio Group Board of Councilors

William E.B. Siart (Board Chair) Chairman of the board of ExED (Excellent Education Development), a non-profit corporation which he founded in 1997 that develops and manages charter public schools. He serves as a trustee, chairman of the finance committee, and member of the executive, hospital finance and investment committees of the University of Southern California. He is also a trustee of the J. Paul Getty Trust. He is the chairman and director of Western Asset Funds, Inc. He is former chairman and chief executive officer of First Interstate Bancorp, a \$60 billion banking company with offices in 13 western states and more than 40,000 employees. He is also active in Los Angeles and nationally in K-12 education reform. A native of Los Angeles, he earned a BS degree in Economics from Santa Clara University, and an MBA in Finance from the University of California at Berkeley.

Robert Abeles is currently Senior Vice President Emeritus at the University of Southern California. In June 2016, he retired from USC after serving as Senior Vice President, Finance, and Chief Financial Officer since January, 2009. Mr. Abeles currently serves as a member of the board of directors for ExED, a development business and management services company that specializes in supporting charter school creation and enhancement, and is a director of Western Asset Funds in Pasadena, California, a large fixed income investment manager. He also serves on the Board of Councilors of the USC Rossier School of Education and is Audit Chair of Great Public Schools Now, a California not-for-profit organization dedicated to ensuring all Los Angeles students receive a high-quality education by accelerating the growth of quality public schools.

Thomas Sayles Senior Vice President for University Relations for the University of Southern California. He provides strategic direction and leadership for USC's government and public relations, outreach and reputation. He was appointed by Los Angeles Mayor Antonio Villaraigosa to the governing board of the Los Angeles Department of Water and Power, and serves as Board President. This year, 2013, he was appointed to the "Los Angeles 2020 Commission" an independent 12-member panel that will review Los Angeles' financial and develop strategies for job creation, and the elimination of the city's projected budget deficit. He also has been appointed by three different California governors to serve on boards and commissions, including the University of California Board of Regents and the California Community Colleges Board of Trustees. He currently is a member of the board of directors of Unified Grocers, the largest buying cooperative for independent grocers in the Western United States.

Martha Welborne was recently the Chief Planning Officer at the Los Angeles County Metropolitan Transportation Authority (Metro), departing in January 2016. In this role, she led a staff of over 200 in planning the long-range future of transportation in the County. She also oversaw Metro's real estate department, regional capital development activities, the management of all grants, and a variety of strategic initiatives such as the Master Plan of the historic Union Station property. Previous to her role at Metro, Ms. Welborne was the Managing Director of the Grand Avenue Committee, a public/private partnership focused on revitalizing the civic and cultural districts of downtown Los Angeles. Previous to her work at the Grand Avenue Committee, her nearly 20-year career as an architect and urban designer included leadership positions with Skidmore, Owings & Merrill LLP, and Sasaki Associates, Inc. Her work at those companies ranged from individual building design through large-scale master plans of university campuses, downtown development plans, and transit corridors. She was also the initiator of the rapid bus concept for Los Angeles County, which became the currently operating Metro Rapid system. She received a Bachelor of Architecture from the University of Notre Dame and from the Massachusetts Institute of Technology with both a Master of Architecture and a Master in City Planning. She was also a Loeb Fellow at Harvard University's Graduate School of Design. She is a member of the College of Fellows of the American Institute of Architects and she has also served as President of the Los Angeles Chapter of the American Institute of Architects. She also has previously served on the Board of Councilors of the School of Architecture at USC.

Frank H. Cruz is President of Cruz and Associates, a financial consulting firm he founded in 1995. He is the former chairman and director of the Corporation for Public Broadcasting and co-founder of Telemundo, the nation's second largest Spanish-language network, and KVEA-TV in Los Angeles, where he was formerly vice president and general manager. Frank is Chairman emeritus of the California Institute for Federal Policy Research and has served on the board of directors of Health Net, the James Irvine Foundation, and the Fred Friendly Seminars at Columbia University. He has served on the USC Board of Trustees since 1999.

Corey Field, Esq. is a widely regarded entertainment and intellectual property lawyer, legal writer, teacher, and scholar. In addition to his law firm Corey Field Law Group, P.C. where he practices entertainment, media, copyright and trademark law for worldwide clients in all facets of the entertainment industry, he is a lecturer in law at the USC Gould School of Law, where he teaches courses including "Entertainment Law," "Entertainment Law in Practice," "Music Law in Practice," and an LLM course "Topics in Entertainment Law." An award winning legal writer, Field is the author of *Entertainment Law: Fundamentals and Practice* published by Cognella Academic Publishing, a comprehensive practice guide for lawyers. He is also the principal author of the scholarly legal treatise *Entertainment Law: Forms and Analysis* formerly published by Law Journal Press, New York. His industry leadership includes serving as a former president of The Copyright Society of the U.S.A. (New York), the world's leading copyright law organization, and service on many leading industry boards as a director and trustee including the BMI Foundation and The Kurt Weill Foundation for Music. He currently serves as outside counsel for the Sundance Film Festival and Sundance Institute. Before becoming an attorney, Corey received a Ph.D. in Music Composition from the University of York, England, and worked for over ten years as an executive in the international classical music publishing industry. While his entertainment industry legal practice is wide ranging, he is one of the few attorneys in the United States whose practice encompasses classical music, with clients including leading publishers, record labels, and organizations including The Philadelphia Orchestra, The Louisville Orchestra, Ballet West and other dance organizations, Pulitzer Prize and Grammy winning composers, G. Schirmer Music Publishers, and projects involving leading organizations including The Metropolitan Opera, The Santa Fe Opera, The Minnesota Opera, The Paris Opera, The Norwegian National Opera and Ballet, the Royal Swedish Opera and Ballet, as well as film projects featuring classical music composers.

Lee Walcott Vice President and Managing Director of the Ahmanson Foundation from 1987 until his retirement in March 2008. Marlborough School director of upper school, chair of the Fine Arts Department, and instructor of Art History Campbell Hall School in North Hollywood. Former trustee of Marlborough School, Current trustee of Campbell Hall School, membership and advisory boards of UCLA William Andrews Clark Memorial Library and UCLA's Centers for Medieval and Renaissance Studies and 17th and 18th Century Studies.

Natalie Klein attended Pennsylvania State University where she received her bachelor of science in civil engineering. Throughout her professional career, she has worked in process manufacturing, oil and gas related industries, as well as the computer hardware and software fields. She has volunteered in a variety of positions in the local schools and surrounding communities including co-chairing the Development Committee for Stanford's Bing Nursery School. In addition, she is engaged in a variety of non-profit work and volunteers on various committees at Sacred Heart Preparatory where her youngest son is enrolled. Currently she is a board member of the Heroic Imagination Project; a non-profit dedicated to inspiring and teaching people how to become everyday heroes and chaired the Advisory Board of KDFC. Natalie and her husband Ken are actively involved at the University of Southern California where they founded the KIUEL Institute at USC, an organization focused on undergraduate student leadership and student life. Her interests include reading, listening to classical music, designing women's clothing, running, painting and gardening.

Julia Torgovitskaya Rapoport, President of iCadenza & CEO of Cadenza Artists Management, is a consultant for arts leaders and organizations, with particular expertise in motivation, empowerment, and team dynamics. A trained opera singer, she relates first-hand to the ever-changing challenges facing the arts industry today, and uses her training in the Blanchard Companies model and Nancy Kline's Time to Think method to work with her clients in developing strong business practices and solid team dynamics. She has extensive consulting experience, and her writings have been published in international publications including The Moodie Report. Having earned a Master of Science in Executive Leadership from the University of San Diego, Julia is passionate about introducing artists to the concept of approaching their career development with an entrepreneurial mindset, and using proven business concepts for their personal career success. Julia earned Bachelor of Arts degrees with High Honors at Tufts University. Julia received Beta Gamma Sigma distinction for her graduate studies and Summa Cum Laude and Phi Beta Kappa for her undergraduate work. Julia is on the board of directors at Classical KUSC radio and Ohana Arts, and is the co-author of the book *Awakening Your Business Brain: An iCadenza Guide to Launching your Music Career*.

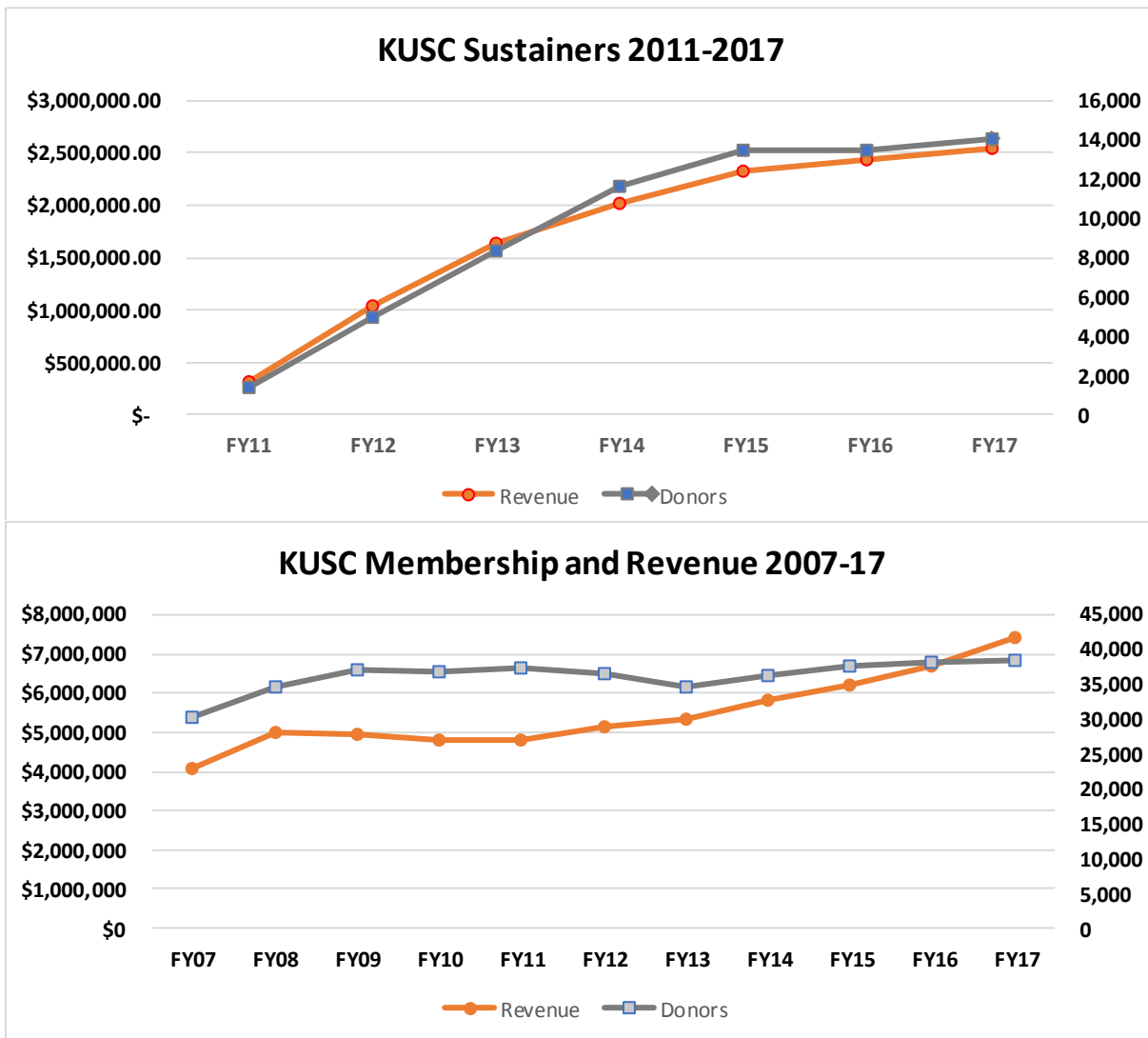
KUSC Development

We are very humbled by the generous support you and our listeners have provided to KUSC because **YOU** believe in the service that KUSC provides. It is because of this unwavering support that we can offer and keep great classical music on the radio at KUSC. Membership accounts for **75%** of the station's operating budget.

Our sustainer program, now in its 6th year has increased from 1,322 members in its first year (2011-12) to over 14,000!

Along with our work on the sustainer program last year, we in the final stages of conversion to a new member database that will continue assist us in specialized customer service programs to provide you with the best experience possible. Our enhanced Car Donation program continued to grow in 2015-16, KUSC receive over 350 donated vehicles.

Below is a chart representing KUSC's membership and revenue growth since 2007.



Tours with KUSC

Melodies of Spain!

Beauty and fashion, *flamenco* and *zarzuela*, Picasso and Goya. Twenty-six exuberant KUSC members reveled in the glories of Spain. The stately capital of Madrid and exciting Barcelona were amongst locations toured, and some extended their stay to the gorgeous Mediterranean island of Mallorca. And it wouldn't be a KUSC tour without Musical highlights that included a performance of two one-act *zarzuelas* (Spanish operetta); concerts by two outstanding visiting orchestras, the Dresden Staatskapelle featuring star soprano Renée Fleming, and the St. Petersburg Philharmonic in an all-Russian program; Donizetti's sparkling comedy *The Daughter of the Regiment* at Barcelona's Teatro del Liceu, and an exciting evening of fiery *flamenco*!

Some of Spain's incomparable museums was also visited: the Prado, Reina Sofia, and those dedicated to the great Spanish artists, Picasso and Mirò. Day excursions took them us to the ancient towns of Toledo and Segovia, Philip II's imposing palace, El Escorial, as well as the home of the great cellist Pablo Casals for a private concert. On Mallorca, pianist Carlos Bonnin played Chopin in the very cell in which he lived, and much more. Great music, great food and great art. To become a part of a future KUSC tour, join our Leadership Circle or Legacy Society. Details can be found on our website—www.kusc.org or call Minnie Prince—213-225-7534.



Leadership Circle

KUSC is honored to recognize members of the Leadership Circle who are committed to annually supporting the station's mission to make classical music and the arts a more important part of more people's lives.

Updated: October 12, 2017

President's Gold (\$25,000 +)

Anonymous (3)
Colburn Foundation
Henry and Paula Lederman
Lillian Lovelace
William E.B. Siart
Dr. Daniel Temianka


President's Circle (\$10,000—\$24,999)

Anonymous (9)
Herb Alpert Foundation
Sara and Robert Cannon
Dunard Fund USA, LTD.
"In Memory of Sue Gemmell"
The Norris Foundation
Jason Subotky and Anne Akiko Meyers
Flora L. Thornton Foundation

Composer's Circle (\$5,000—\$9,999)

Anonymous (19)
Nancy E. Barton Foundation
Eve Bernstein
Michael P. Checca
Arthur J. Geoffrion and Herman H.
Hamer Memorial Fund
Donald P. Gould
Joan and Jim Hood
Barbara Jury
William H. Kearns Foundation
Stuart Klabin
Katharina and Thierry Leduc
Heather MacDonald
The Negaunee Foundation
Sally Gerber Phinny
Jerome and Toby Rapport Foundation
Joe and Linda Svehla
Jan and Meredith Voboril

Producer's Circle (\$2,500—\$4,999)

Anonymous (31)
Mr. and Mrs. Robert Abeles
Dr. Brenda Barnes and Dr. Bill Barnes
Karen and George Bayz
Laurie Berg
Dennis and Patricia Burke
Norman E. DuFort
James P. Edmondson
Sanford Edward
Barbara Elander
Ferguson Foundation
Marilyn Fox Smith
Louise Grant Garland
Harvey Hoepfner and Bob Richards
Thomas C. Hudnut
Charlotte Hughes and
Christopher Combs
Stanley and Charlotte Kandel
Louise D. Kasch Donor Advised Fund 
Ted Kotcheff and Laifun Chung
Linda and William Krantz
Stanley Lintner
Mr. Scott Litt
Sharon and Daniel Lowenstein
William W. McKelvey
Tom and Anne McKerr
Janice Miller
Abby and Alan Myerson
Mrs. Hendrika Namikas
Dr. Margery Nicolson
Roberta K. Nieberg, M.D.
Jean Oppenheimer
Michael R. Oppenheim
Jane C. Parks
Susan F. Rice
Ms. Michelle Rohè
Alexander and Mariette Sawchuk
Dena and Irv Schechter

Producer's Circle continued

Dr. Charlie and Claire Shaeffer
Dr. Jack Sheen and Mrs. Anitra Sheen
Harvey Shapiro
Robert and Kerry Shuman
Ms. Anne-Marie Stephens
Max Stolz, Jr.
Stephen & Barbara Straub
Simon Strauss Foundation
Ms. Mary Tabuyo
Teshinsky Family Foundation
Robert D. Voit
Lee and Deborah Walcott
David and Michele Wilson
Dr. F.N. Zeytin, BioSentinel, INC.

What does KUSC Mean to You.....

"Classical music, intelligently curated and made accessible to everyone, is among society's greatest treasures. Could there possibly be a better destination for my resources than KUSC?"

Absolutely not!"
— Donald Gould, Claremont,
Supporter for more than 32 years

"KUSC is not a fair weather friend. It is always there for you in good times and bad, because you ARE KUSC!"

— Norm, Shadow Hills, CA

"Terrific Sounds."

— Michael P. Checca

Legacy Society

KUSC honors members of the Legacy Society, dedicated donors who have made planned gifts ranging from naming KUSC in their will or trust, to making KUSC a beneficiary of a charitable gift annuity. Many of these future gifts will be used to build an endowment to ensure that future generations are able to have classical music in their

<p>Anonymous (53)</p> <p>Dr. Barbara Ackermann, LCSW</p> <p>Carleen Anderson</p> <p>Jerry and Barbara Andes</p> <p>Oberto Anselmi</p> <p>Dr. Roman Anshin, M.D.</p> <p>Jim and Nancy Bailey</p> <p>Christopher D. Baker</p> <p>Brenda and Bill Barnes</p> <p>Charles N. Baron</p> <p>Terry S. Bateman</p> <p>Dr. Allen Belkind</p> <p>Mrs. Benla C. Bennett</p> <p>Herbert M. Berk</p> <p>William J. Bryan</p> <p>Audrey Steele Burnand</p> <p>Jeremiah and Raun Burnham</p> <p>Dr. Leland S. Burns</p> <p>Bobbi Chifos</p> <p>Dr. Owen G. Clayton</p> <p>Nancy Coleman-Frank</p> <p>Edward and Lisa Cook</p> <p>Dr. Allen J. Curtis</p> <p>Caroline DeMar</p> <p>John R. Oden and Mark Dizik</p> <p>Fantasia Fairchild</p> <p>Theresa and Jeff Ferguson</p> <p>Robert S. Field</p> <p>Delaine Flacy</p> <p>Jeanette Fraser</p> <p>* Ronald Fried</p> <p>Robin Friedheim</p> <p>Dr. and Mrs. E. Peter Gabor</p> <p>John and Peggy Garvey</p> <p>Robert L. Glasser</p> <p>Mrs. Deborah Goetzman</p> <p>Meredith Goodwin</p> <p>Donald P. Gould</p> <p>David Grant</p>	<p>Tom Greene</p> <p>Mr. Heinz Hanau</p> <p>Rod and Nancy Harvey</p> <p>Robert S. Helfman</p> <p>Martin Bray and Scott Henderson</p> <p>Vera J. Hirtz</p> <p>* Annette Hochfeld</p> <p>Terrence Joseph Hughes</p> <p>Jon Harvey and Joemy Wilson</p> <p>Barbara Jury</p> <p>Len and Trudy Kapner</p> <p>Doris H. Keniry</p> <p>Steven Katz</p> <p>Nick J. Labedz</p> <p>Donald and Sharon Lafler</p> <p>Jocelyn Lee</p> <p>Dennis and Kathleen Lees</p> <p>William Earl Lentz</p> <p>Karl H. Loring</p> <p>Mr. Adolph Maier</p> <p>Hon. Nora Manella</p> <p>Alison Manheim</p> <p>Ms. Susan J. Marks</p> <p>Jim Michaelis</p> <p>Les Modie</p> <p>* Daniel A. Moeller</p> <p>Mike and Lorraine Mohill</p> <p>Maury and Barbara Mortensen</p> <p>Donald Brian Murphy</p> <p>John R. Oden and Mark Dizik</p> <p>Bernard and Faye Pipkin</p> <p>Ernest and Anne Prokopovych</p> <p>Mary Rickman</p> <p>Florence Ridley</p> <p>Francis D. Ripish</p> <p>In Memory of Charles Simon Sarkas</p> <p>Ronald and Barbara Schonfeld</p> <p>Lynette Sim</p> <p>June Smith</p>	<p>Max Stolz, Jr.</p> <p>Harvey and Evelyn Stone</p> <p>Joseph and Linda Svehla</p> <p>Robert Thurm</p> <p>Craig and Junior Vickers</p> <p>Margo Villanova</p> <p>Carol Ann Walker Trust</p> <p>Carole E. Walker</p> <p>* Ms. Lois Warshaw</p> <p>Updated: October 18, 2017</p> <p>* Deceased</p>
		<p><i>What does KUSC Mean to You.....</i></p> <p>“KUSC has been much more than great music, informative and entertaining hosts and educational programming. KUSC was a companion to my late husband and part of our everyday lives. Our decision to provide financial support to the station was to help insure others the opportunity to have KUSC as a companion in their lives”</p> <p>— Deborah Goetzman</p> <p>“Once I came across KUSC on my car radio in 1965, I became an enthusiastic listener and latter supporter of this invaluable culture asset to our city and beyond. Since then, I can see a new generation learning to appreciate classical music, thanks to the superb broadcasting of KUSC.”</p> <p>— Peter, Beverly Hills</p> <p>“I have supported KUSC for many years and became a Legacy Society member because the station brings beauty and joy to us every day – it is important that this continues.” “Where there is music there can be no evil.” – Cervantes (Don Quixote)</p> <p>—Carole, Los Angeles, KUSC Legacy Society Member</p> <p>“KUSC is educational, like walking thru the great concert halls of the world listening to great music, surrounded by friends and family who all share in the love of music. I am extremely grateful to have such close friend like KUSC.”</p> <p>—Chuck Baron, KUSC Legacy Society Member</p>

KUSC Staff

USC Radio Group President and Vice President

Brenda Barnes
President

Bill Lueth
Vice President

Administration

Rina Romero
Senior Business Officer

Veronica Jimenez
Budget Coordinator

Jennifer Tuffy
Administrative Assistant

Development

Minnie Prince
Executive Director of Development

Matthew Miles
Major Gifts Officer

Jaime Cisneros
Database Administrator

Nicole Coe
Gift Processing Manager

Susannah Hutchison
Gift Processing
Coordinator

Lilly Lau
Development Coordinator

Nicole Massingale
Customer Service
Coordinator

On –Air Host

Dennis Bartel
Weekdays 6-9 am
Saturdays 7-8 am and
Sundays 1-4pm

Rich Capparella
Fridays 4-7 pm
Saturdays Noon-5 pm and
Pacific Symphony Broadcasts

Alan Chapman
Weekdays 9 am-1pm
Modern Times,
A Musical Offering and
Thornton Center Stage

Brian Lauritzen
Monday-Thursday 4-7pm
Sundays 11am-1 pm,- Soul Music
Arts Alive, LA Phil

Duff Murphy
Saturdays 9am-2pm
The Opera Show
LA Opera On Air

Jim Svejda
Weeknights 7 pm-Midnight
The Record Shelf

Dianne Nicolini
Weekdays noon-3pm
Request Show

Gail Eichenthal
Chief Engagement Officer
Sundays 4-6 pm, special
broadcasts

Robin Pressman
Overnight Host

Blake Lawrence
Overnight Host

Jennifer Miller
Weekend Host

Programming

John Van Driel
Chief Content Director

Kelsey McConnell
Assistant Program Director

Mark Edwards
Music Director

Mark Hatwan
Production Director

Underwriting

Tim McClellan
Business Development Manager

Shauna Der
Senior Account Executive

Interactive

Chris Mendez
Director of New Media

Engineering

Ron Thompson
Director of Engineering

Bill Kappelman
Director of Compliance

Cliff Nielsen
IT Director

Steve Sevy
Operations Coordinator

Steve Coghill
Director of Operations

KUSC Supporting the Arts

KUSC supports the efforts of the arts, by providing office space to Arts for LA and the Los Angeles County High School for the Arts Foundation.



Arts for LA is a nonprofit service organization working to foster a healthy environment in which arts and culture may thrive and be accessible to all in Los Angeles County.

Established as a 501(c)3 nonprofit organization in 2006, Arts for LA mobilizes artists, residents, and institutions as advocates for equitable arts education, arts funding, creative jobs and more, converting awareness into action for a more prosperous, just, healthy, compassionate, and creative Los Angeles region.

In the past year, here are a few things Arts for LA was able to achieve:

- ACTIVATE Arts Advocacy Leadership Program completed it's third cycle by training 99 advocates representing 27 school districts and 26 cities. This program has two tracks of curriculum: Cultural Policy and Arts Education. The Fourth cohort will begin their 9 month journey in September, 2017.

- ArtsVote: In 2016-2017, Arts for LA surveyed 356 candidates for 77 different elected positions.

- LA Convergence: Arts for LA's signature convening of artists and arts organizations held our annual convention on November 3rd, 2016. The theme of the LA Convergence was; Amplifying our Stories

To learn more about Arts for LA visit their website: ArtsforLA.org



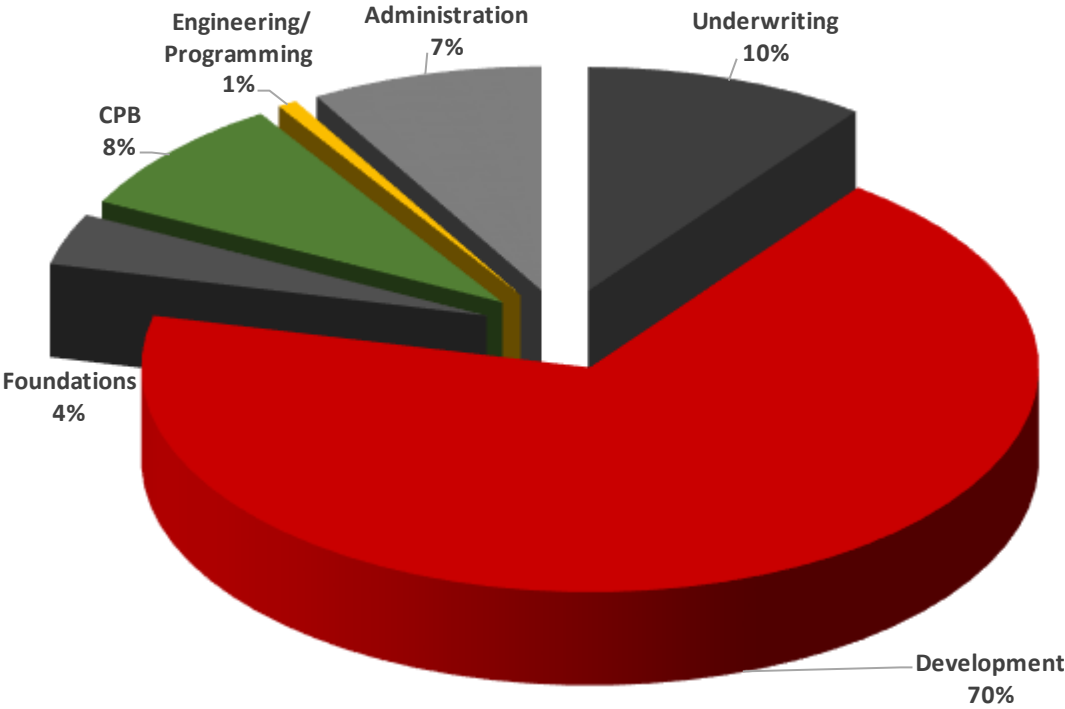
Arts High Foundation
Proudly supporting LACHSA since 1985

Los Angeles County High School for the Arts Foundation (Arts High Foundation) was founded in 1984 to promote the arts and the advancement of young artists by raising and distributing funds to establish and operate a public arts high school in Los Angeles County. LACHSA, a tuition-free, public arts high school, was established in 1985 on the campus of California State University, Los Angeles. Once LACHSA was established, the Foundation's mission shifted to bridging the gap between available State funding and the actual cost of running LACHSA's award winning, conservatory style arts programs.

LACHSA is consistently ranked as one of the top arts high schools in the nation. Young artists at LACHSA win numerous local, state, and national awards for artistic achievements and are recruited by the finest arts colleges and conservatories in the nation, often times with full-ride scholarships. Singer Josh Groban, actress Jenna Elfman, visual artist Kehinde Wiley, playwright Josefina, and dancer Matthew Rushing are just some of the school's distinguished alumni. LACHSA continues to develop today's young artists into tomorrow's arts leaders.

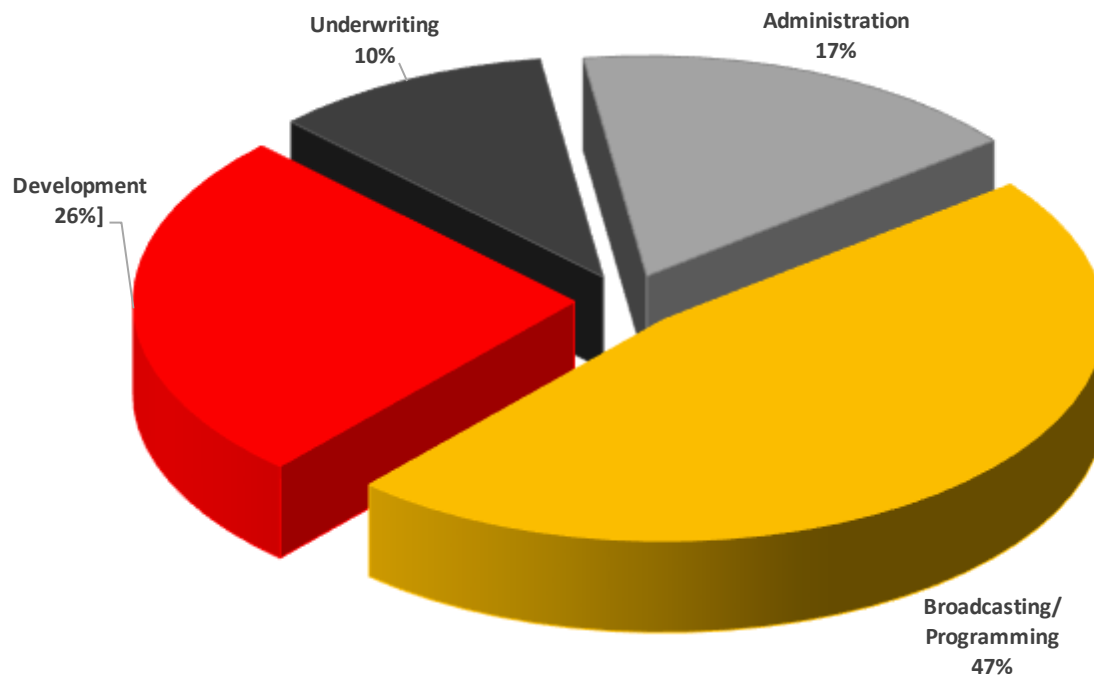
LACHSA Foundation strives to bridge the gap between available public funding and the actual cost of running the extensive arts programming at LACHSA.

KUSC Revenue FY17



The majority of KUSC’s funding comes from development/foundations (74%). KUSC receives no funding from the University of Southern California. Federal funding, through the Corporation for Public Broadcasting (CPB), accounted to about 8% of budget revenue.

KUSC Expense FY17



The two most important activities for KUSC are creating and broadcasting classical music programming. Together, Broadcasting and Engineering comprised 47% of KUSC's operating budget.

The Radio Stations of the
University of Southern California

91.5 KUSC | Los Angeles

88.5 KPSC | Palm Springs

91.1 KDSC | Thousand Oaks

93.7 KDB | Santa Barbara

99.7 KESC | San Luis Obispo

