



Annual Report 2019

KUSC
CLASSICAL | *fm 91.5*

An aerial photograph of a city skyline, likely Los Angeles, featuring numerous skyscrapers and buildings. In the foreground, a building with a large 'KUSC' logo is visible. The background shows mountains under a cloudy sky. A semi-transparent grey box is overlaid on the upper portion of the image, containing text.

“There is only one radio station in Southern California that dares to play Classical Music 24 hours a day, all year long. KUSC-FM stands alone as the guardian of music that clears our minds, inspires our hearts, fills us with the celestial energy and provides musical solace for our souls.”

--Douglass M. Stewart, Jr
Documentary Filmmaker
Rancho Palos Verdes, CA

KUSC's Mission

We celebrate classical music and its power to enrich the lives of people at all phases of life, to bridge differences and to strengthen our Southern California community.



It's been an amazing year for KUSC and for classical music in our community. Thanks to you, we finished our fiscal year on June 30 stronger than ever. Your support helped us expand and deepen our services to our Southern California listeners.

There's no doubt that new technology has enabled people to find and enjoy KUSC classical music in more ways than ever. Our listenership is strong both on the air and online. This year, along with healthy broadcast listening numbers, we saw an incredible increase in the number of you who use our live stream on our website, our app and via smart speakers. Thanks to you, KUSC is the highest-rated classical station in the country.

This year, we invested in new talent - the next generation of hosts and producers who will make sure that our classical music services thrive well into the future. We welcomed host Jennifer Miller whom you can hear throughout the schedule. We've been experimenting with new digital music content for new audiences and we just launched our first formal KUSC intern program.

We are committed to helping children experience the joy of classical music and are so pleased with the community turnout for our "Kids Discovery Days". In addition to another successful event at the Natural History Museum in Los Angeles, we were thrilled to see so many smiling faces at our first Orange County Kids Discovery Day at the Bowers Museum.

These are just some of the things you helped us achieve in the past year. Many more are highlighted in this Annual Report. We are excited about our future and invite you to stay on this journey with us on the air, online, and at our KUSC events.

Thank you again for your support.

Judy McAlpine, President
USC Radio Group



Content Highlights



Welcoming Jennifer Miller to Classical KUSC!

During the past year we welcomed Jennifer Miller as the newest member of the KUSC family. Jennifer had been developing her broadcasting skills as the host of California Classical All Night for a year. She brings a wealth of knowledge as a trained vocalist and can be heard throughout the weekly on-air schedule as well as on the Opera Show.

LIVE Broadcast Productions

Each year KUSC engages partnerships with local arts organizations to bring the joys of live music productions to the airways. Here is a list of the broadcasts presented:

- **LA Phil's 100 anniversary Season Celebration Live from the Hollywood Bowl**
Saturday, Sept. 16, 2018
John Van Driel, Alan Chapman, Brian Lauritzen, Gail Eichenthal, hosted
- **LA Opera On-Air: Season-Opening**
Saturday, September 22, 2018
Duff Murphy and Alan Chapman co-hosted
- **Los Angeles Philharmonic**
Thursday, October 4, 2018
Brian Lauritzen and Alan Chapman co-host and John Van Driel hosted
- **KUSC Kid's Discovery Day LIVE from Los Angeles Natural History Museum**
Sunday, April 28, 2019
Brian Lauritzen, Jennifer Miller and John Van Driel hosted
- **KUSC Kid's Discovery Day LIVE from The Bowers Museum**
Sunday, June 2, 2019
Brian Lauritzen and John Van Driel hosted
- **Pacific Symphony**
Saturday, June 8, 2018
Rich Capparella hosted a live broadcast from the Renee and Henry Segerstrom Concert Hall



Pictured left to right: John Van Driel, Brian Lauritzen, Tommy Phillips, (President and Artistic Director, Philharmonic Society Orange County), Gail Eichenthal, Jonathan Bibayan —Broadcasting from the Bowers Museum

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, and welcome you to soak up the sounds of the Los Angeles Chamber Orchestra.

Here's what we broadcast from July 2018 to June 2019

- Twelve **Pacific Symphony** concerts hosted by Rich Capparella
- Ten concert broadcasts of the **Los Angeles Philharmonic at the Hollywood Bowl** hosted by Brian Lauritzen
- Eight concerts from the **Los Angeles Chamber Orchestra** hosted by Alan Chapman
- Four concert broadcast from **Santa Barbara and Central Coast ensembles**
- Thirteen concert broadcasts of the **Los Angeles Philharmonic at Disney Hall** hosted by Brian Lauritzen



KUSC's Brian Lauritzen

Farewell To Duff Murphy

Duff Murphy helmed KUSC's Opera Show for 25 years. In May of 2019, he decided to step away from the program. We thank Duff many times over for all he did to bring opera to life each week on KUSC with wonderful recordings, inspiring storytelling and of course, his deep love for opera.

The Metropolitan Opera Broadcast

KUSC aired twenty-three broadcasts from December 2018 to May 2019.

LA Opera On Air

KUSC aired five productions of LA Opera's 2018-19 season. The operas aired in the spring hosted by Jennifer Miller.

Sounds of the Season—

December 2 to December 31, 2018

However you celebrate, KUSC had you covered with musical selections that kept you company throughout the holiday season. Beginning just after Thanksgiving, our programming included Jim Svejda's annual broadcast of the Messiah, The Nutcracker and a Chanukkah special. Other special programming included Chanticleer, the Mormon Tabernacle Choir, St. Olaf's choir and a live broadcast of the Five Lessons and Carols from King's College. All culminated in a full day of holiday favorites airing on Christmas Day followed by the New Year's Bash with Jim Svejda.



Standing: Jennifer Miller and Gail Eichenthal
Sitting: Brian Lauritzen and Alan Chapman

"It was going to be you or Netflix for a monthly payment. You won hands down with your 48 hours of Christmas music and that fabulous broadcast from Cambridge.

Bravo! Encore! And Thank you!"

--Vicki, San Pedro

Content Highlights

Digital Content

“Hey Google, Play KUSC!”

We try to make listening to KUSC as easy as possible. You can listen on our free iPhone, iPad, and Android apps and you can listen to KUSC.org while chugging away at the office. Now, the fastest growing way to listen to KUSC is on a smart speaker! With the Echo, just say “Alexa, play KUSC” and with Google Home, it’s, “Hey Google, play KUSC”. It’s that simple. Listening to your favorite classical station has never been easier.



Special Blog Features

KUSC Top 100 Countdown BLOG

To compliment our annual *KUSC Top 100 Countdown*, listeners voted on their favorite pieces. Our hosts wrote blogs to highlight history and provide more information and context on those pieces.

KUSC Guide to Opera BLOG

KUSC’s Jennifer Miller launched a new blog series, the **KUSC Guide to Opera**. So far, she’s written about “The Essential Top 5 of Opera” as well as the “ABC’s of Opera”, a series of three stories highlighting the history and legacy of “Aida”, “La Bohème”, and “Carmen”.

KUSC Facebook, Twitter and Instagram

KUSC’s social media accounts are a unique place to keep in touch with what’s going on with KUSC hosts as well as the classical music world—from classical memes to behind-the-scenes videos from events. Join us on Facebook, Twitter, and Instagram to keep in touch everyday! Here is a sampling our post from the Celebrating 100 Years of the LA Phil!



KUSC’s Live Broadcast from the Hollywood Bowl with Alan Chapman and Brian Lauritzen - #LAPhil100



Facebook Live with Jennifer Miller and Chrysanthe Tan at the 100th Celebration of the LA Phil

Community Engagement

KUSC continues to deepen its commitment to connect children to live classical music and to help demystify the art form for both kids and adults. In addition to sharing the joy of this repertoire, we aim to help create an audience of the future for classical music, and for KUSC. We look forward to expanding our outreach with support from potential donors and foundations who may be inspired to help us achieve our mission.

In addition to our focus on kids, KUSC this year convened two major roundtable meetings of arts leaders in Los Angeles and Orange Counties to share common challenges and best practices, and to strengthen the ties between local arts institutions.

← Dinosaur Hall



NOTICE

Your presence at KUSC Kids Discovery Day constitutes consent for KUSC to photograph or videotape your image and voice for promotional or other purposes.

Let's Stay in Touch!

Find us on Facebook, Twitter, and Instagram @classicalKUSC



ON AIR

KUSC

CLASSICAL *fm 91.5*

Community Engagement



KUSC Playground Pop-up Concerts

For the second year, KUSC presented live performances by professional or pre-professional musicians on public school elementary playgrounds. These Pop-Up events include curricular materials distributed to teachers or after-school staff in the days leading up to the concert. It's a partnership with the after-school program LA's Best, which is in almost 200 LA Unified elementary schools and with the LA Unified School District itself. We presented five Pop-Up performances at elementary schools in Watts and East LA this year. The musicians included wind players from the USC Thornton School, LA Opera teaching artists, Street Symphony Chamber Singers, and musicians from the Los Angeles Philharmonic.



Kids Discovery Days

KUSC produced two Kids Discovery Days, a high-energy, one-day children’s music festival in Southern California this past year, in partnership with the Natural History Museum of LA County (NHM), and the Bowers Museum in Santa Ana. The museums offered free admission for children for the occasion, and discounts for their parents/guardians. Live musical performances, musically-themed arts and crafts, and an instrument petting zoo were among the activities offered. KUSC also organized a live radio broadcast from the sites.



At both museums, attendance was dramatically higher than their typical Sundays. At NHM, we presented LA Opera singers, LA Chamber Orchestra Fellows, Street Symphony Mariachi, an American Youth Symphony quintet, and musicians from the LA Phil’s Youth Orchestra Los Angeles. We also invited arts groups such as the LA Phil to host their own promotional tables and spread the world about their own family activities.



Los Angeles Natural History Museum and The Bowers Museum

Our first KUSC Discovery Day in Orange County at the Bowers Museum attracted record crowds, and, according to local arts leaders, marked the first time all the major performing arts organizations in the County came together for an event. This included the Philharmonic Society, Pacific Symphony, Pacific Chorale, South Coast Repertory, Cal State Fullerton’s University Singers, and Backhaus Dance.



“I brought three of my students all the way from LA. I had attended your Kids Discovery Day at the Natural History Museum in Los Angeles in April, and I wouldn’t think of missing one of these amazing events, even if it means driving to Orange County! Thanks for spreading the joy of classical music.”

—Sylvia Heymann, teacher in Los Angeles

Community Engagement

Kids Discovery Days and Playground Pop-ups



"Thank you for inviting us to be a part of such a special event! The students loved singing for you and the assembled audience!"

Robert Istad
Professor of Music,
Director of Choral Studies,
Cal State Fullerton
Artistic Director, Pacific Chorale

● "A big thanks to you and your entire extended team for filling the museum with so many happy sounds and sights. Our family days don't usually have a concentration of so many young kids and it was so fun and rewarding to see them experience the program and the galleries."



"Street Symphony Chamber Singers A warm welcome at Compton for KUSC and Street Symphony Crowd pleasing music at Compton Ave Street Symphony Chamber Singers Rock!"

—A fan



Celebrating 40 Years of Jim

In September 2018 Jim Svejda celebrated 40 years on the air with KUSC. In honor of this monumental achievement, KUSC launched the Jim Svejda Fund for Talent Development.

The Jim Svejda Fund for Talent Development will enable KUSC to create a talent pipeline: hire interns with promise, create junior positions in which they can develop, and nurture young staff that can one day step into the positions of our current talented announcers. This will assist in the recruiting of potential talent and develop full-time positions to bring classical music to audiences for generations to come.

Jim has been described by many as one of the most knowledgeable announcers in the country. His shows, "The Record Shelf, a nationally syndicated show and "The Evening Program" weeknights on KUSC, features interviews with classical artists, critical reviews of various recordings, dynamic artist profiles and historical recording from past performers.

Jim's history with KUSC and his commitment to excellence was honored at a 40th Anniversary Gala in January, 2019. There was a performance from the LA Guitar Quartet, USC Thornton Chamber Orchestra and Alan Chapman and his wife Karen Benjamin. There was even a special short video directed by Daniel Zucker a "Jim Svejda Special Fan". Special guest speakers included, Judy McAlpine, President, KUSC, Anne Akiko Meyers, concert violinist, Brenda Barnes, CEO King FM, Rose Champion, USC Valedictorian '18 and former KUSC Intern and Luiz Jimenez high school student, influenced by listening to Jim on the radio.

Thank you Jim for an amazing 40 years and beyond!

Every gift is important to the success of the Jim Svejda Fund for Talent Development. For more information on major philanthropic opportunities call: 213-225-7400.



KUSC Radio Team with Jim Svejda (center)

Underwriting / Sponsorship

Classic Events

August 2018

- Hershey Felder
- The Wallis



September 2018

- Mozart Requiem
- LA Master Chorale



October 2018

- Mariinsky Orchestra
The Soraya (VPAC)
- Classics (2) Bernstein
Pacific Symphony



November 2018

- Czech Philharmonic
- Philharmonic Society of
Orange County



December 2018

- Eastern European Christmas
- Da Camera Society



January 2019

- Mozart & Beethoven
- LA Chamber Orchestra



February 2019

- Classics 6 (Shostakovich/
Scheherazade)
Pacific Symphony
- Olga Kern
SOKA

March 2019

- Clemency of Titus
LA Opera
- Classics 8 (Bruch/
Mendelssohn)
Pacific Symphony
- Mahler: The Titan
Pasadena Symphony

April 2019

- Colburn Orchestra
- Colburn School

May 2019

- Hershey Felder / Debussy
- Los Angeles Master Chorale

July 2018

- Hershey Felder: Beethoven
- The Wallis

Arts and Corporate Sponsors

For information on becoming a KUSC sponsor, contact Tim McClellan at 213-225-7450 or tmcclellan@kusc.org.



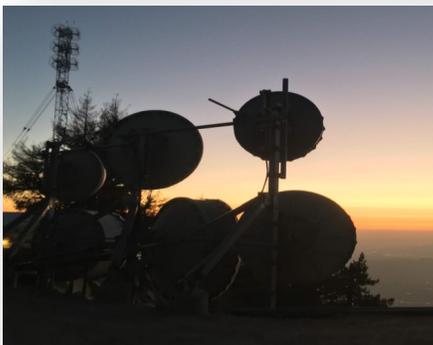
KUSC Angeles Forest Tower Site Mt. Harvard

FM Radio transmitter sites have several important systems to keep a signal on the air consistently. In addition to the various systems that the engineering department maintains directly, we also coordinate with external facility maintenance trades such as air conditioning technicians, electricians and tower rigging crews.

In FY19 our emphasis was on improving reliability at some of our key tower sites and refreshing some of these key systems including the addition of auxiliary transmitters. The flagship KUSC 91.5 radio tower site located near Mt Wilson in Angeles Forest received delivery of a new auxiliary transmitter. We look forward to bringing this new system online for improved redundancy purposes in this next fiscal year. Electrical improvements are well under way.



Construction improvements for 91.5



91.5 Angeles Forest Tower Site—
Mt. Harvard

KDB 93.9 in Santa Barbara at Gibraltar Peak

Various improvements were made within the transmission system at Gibraltar Peak. Aging and obsolete audio equipment and power supplies were replaced with new and more reliable devices to support the 93.9 Santa Barbara signal.



KDB Antenna

KDSC 91.1 in Ojai-Thousand Oaks. The Ventura transmission system received a complete equipment rack re-wire. New satellite equipment was also installed which improves 91.1's live connectivity from the Downtown Los Angeles Radio Studios.



91.5 Angeles Forest Tower Site—
Mt. Harvard

Engineering

A Classical Journey

Denmark, Germany & Holland

March 5-16, 2019, KDFC/KUSC host Robin Pressman, joined 25 KUSC/KDFC members for an inspiring music-filled adventure to Copenhagen, Hamburg and Amsterdam.

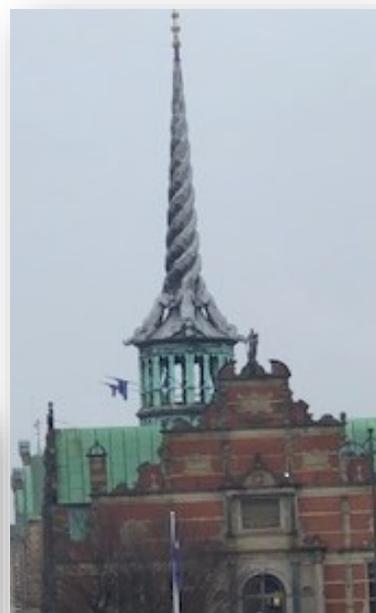
The highlights of this tour included a performance of Turandot, by the Royal Danish Opera, Nabucco at the Hamburg State Opera, Girls of the Golden West performed by the Dutch National Opera Company and a concert performed by the Rotterdam Philharmonic.

The journey began with three nights in Copenhagen, experiencing walking tours of the city, a trip to the North Sealand and Frederiksborg Castle and concluding with Turandot by the Royal Danish Opera.

Traveling on to Hamburg we spent three nights discovering the art, culture, food and music of this important city. The group attended Nabucco at the Hamburg State Opera and visited the town of Lubeck, with its historical alleyways and criss-crossed lanes—one of the important ports on the Baltic Sea.

The final four nights were spent in Amsterdam with day trips to the Kroller-Muller Museum—containing the largest collection of works by Van Gogh; a private tour of the Rijksmuseum and Rembrandt’s famous Night Watch; The Dutch Opera’s performance of the Girls of the Golden West; visits to Delft, The Hague and Rotterdam and a concert from the Rotterdam Symphony.

Five-star accommodations, fine dining at top restaurants, outstanding music and Robin’s commentary made this an amazing musical and historic journey.



Above: Former Copenhagen Stock Exchange Building with the dragon tail spire and group photo outside the Frederiksborg Castle.

Saxon Treasures

Dresden and the Bach Festival/Leipzig

June 10-20, 2019, KUSC host Alan Chapman, joined 25 KUSC/KDFC members for an inspiring music-filled adventure to Dresden and the Bach Festival in Leipzig.

The highlights of this tour included a trip to the wonderful, city-wide BachFest in Leipzig. The group attended five magnificent concerts by some of the world's most renowned Bach interpreters, including recitals by renowned pianist Sir András Schiff, violinist Isabelle Faust, and a concert by the Gewandhaus Orchestra, the oldest in Europe.

As a prelude, the journey began in magnificent Dresden, often called "Florence on the Elbe". From there, the group took excursions to tour the renowned Meissen Porcelain factory, and traveled into "Saxon Switzerland" with a private boat ride on the Elbe. They traced Bach's genius in sites around the—



View of the Elbe River from the heights of Saxon Switzerland

city and also visited Mendelssohn's last home as well as a day trip to Weimar, where Bach lived eight years. All along the way they met other titans of German culture such as Schumann, Wagner, Liszt, Martin Luther, Goethe, Schiller, and many others. And as a finale, everyone attended a performance at one of the most beautiful theatres in the world, the Semper Opera, where they were present for Verdi's powerful Nabucco, and Mozart's delicious *The Magic Flute*.

Five-star accommodations, fine dining at top restaurants, outstanding music and Alan's commentary made this a glorious journey through the musical and historic landscapes of one of Europe's premier destinations!

To receive notice of future tours, become a part of the KUSC Leadership Circle or Legacy Society. Details can be found on our website at www.kusc.org or call Minnie Prince—213-225-7534. KUSC tours are limited to 25 persons.



A view from atop the Frauenkirche



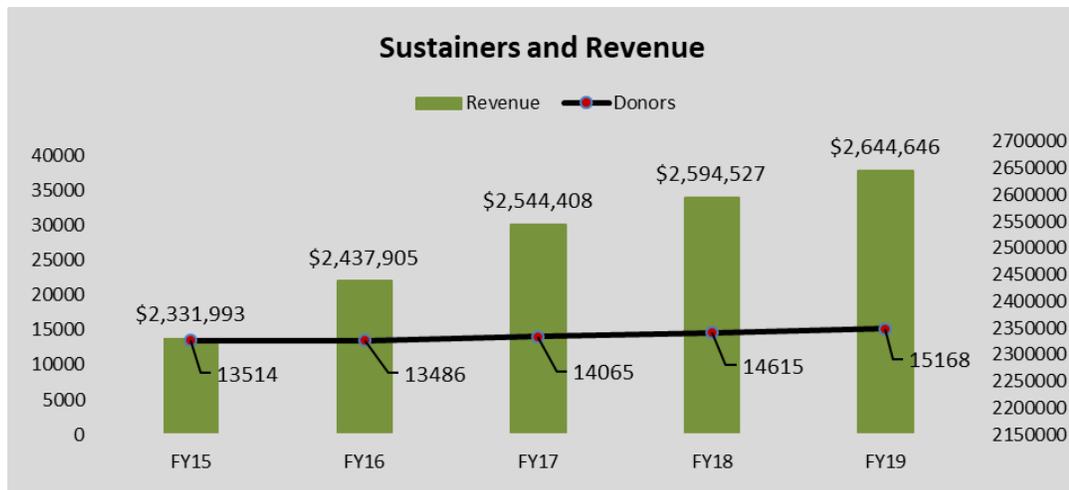
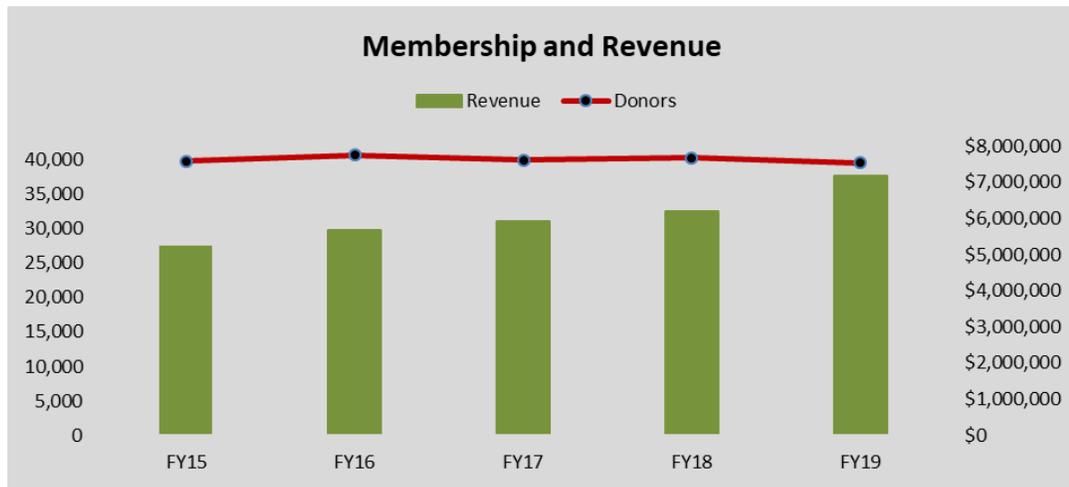
Bach and Alan Chapman in Leipzig

Traveling with KUSC

Annual Giving

KUSC remains humbled by the generous support our listeners have provided over the past years. You believe in the service that KUSC provides and it is because of this unwavering support that development/membership accounts for nearly 80% of the station's operating income. Your support allows us to offer and keep great classical music on the radio throughout Southern California. Below is a chart representing KUSC's membership growth and sustainer revenue since 2015.

Development



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 lives. If you have already included the station in your estate plans, please let us know by contacting Minnie Prince, at 213-225-7534 or mprince@kusc.org

Anonymous (60)
 Dr. Barbara Ackermann,
 LCSW
 Carleen Anderson
 Jerry & Barbara Andes
 Dr. Roman Anshin, M.D.
 Sonia Appell
 Jim & Nancy Bailey
 Christopher D. Baker
 Drs. Brenda & Bill Barnes
 Charles N. Baron
 Terry S. Bateman
 Donald R. Beck
 Dr. Allen Belkind
 Benla C. Bennett
 Herbert M. Berk
 William J. Bryan
 Audrey Steele Burnand
 Jeremiah & Raun Burnham
 Dr. Leland S. Burns
 Bobbi Chifos
 Dr. Owen G. Clayton
 Nancy Coleman-Frank
 Edward & Lisa Cook
 Dr. Allen J. Curtis
 Caroline DeMar

John R. Oden & Mark Dizik
 Fantasia Fairchild
 Theresa & Jeff Ferguson
 Robert S. Field
 Jeanette Fraser
 Robin Friedheim
 Dr. & Mrs. E. Peter Gabor
 John & Peggy Garvey
 Robert L. Glasser
 Deborah Goetzman
 Lillian Berman Goldfarb
 Meredith Goodwin
 Donald P. Gould
 David Grant
 Tom Greene
 Heinz Hanau
 Rod & Nancy Harvey
 Robert S. Helfman
 Martin Bray & Scott Henderson
 Vera J. Hirtz
 Terrence Joseph Hughes
 Jon Harvey & Joemy Wilson
 Barbara Jury
 Len & Trudy Kapner
 Doris H. Keniry
 Steven Katz
 Nick J. Labedz
 Donald & Sharon Lafler
 Morton Lampert
 Jocelyn Lee
 Dennis & Kathleen Lees

William Earl Lentz
 Karl H. Loring*
 Adolph Maier
 Hon. Nora Manella
 Alison Manheim
 Susan J. Marks
 Jim Michaelis
 Les Modie
 Mike & Lorraine Mohill
 Maury & Barbara Mortensen
 Bernard & Faye Pipkin
 Ernest & Anne Prokopovych
 Suzanne Robinson
 Rosa E. Rosenberg
 In Memory of
 Charles Simon Sarkas
 Ronald* and Barbara Schonfeld
 Matej Sherko and Anthony Rosello
 Lynette Sim
 June Smith
 Max Stolz, Jr.
 Evelyn Stone
 Joseph* & Linda Svehla
 Robert Thurm
 Craig & Junior Vickers
 Carol Ann Walker Trust
 Carole E. Walker
 Ramona R. Whitney
 Dr. Robert & Mrs. Nadyne Zafran

KUSC Legacy Society

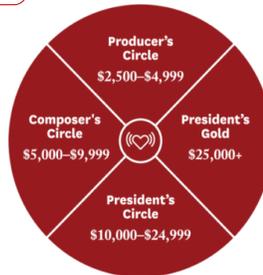


KUSC Leadership Circle

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

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

Anonymous (4)
Colburn Foundation
Ferguson Foundation
Arthur J. Geoffrion and
Herman H. Hamer
Memorial Fund
Paula and Henry Lederman
Ernest Lieblich
Foundation
Lillian Lovelace
William E.B. Siart
Dr. Daniel Temianka



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

Anonymous (13)
Herb Alpert Foundation
Sandy Behrens
Dunard Fund USA, LTD.
Barbara Jury
Heather MacDonald
The Norris Foundation
Anne Akiko Meyers and Jason Subotky
Flora L. Thornton Foundation

Composer's Circle (\$5,000- \$9,999)

Anonymous (22)	The Negaunee Foundation
The Hilaria and Alex Baldwin Foundation, Inc.	Dr. Margery Nicolson, PhD
Nancy E. Barton Foundation	Janet Petersen
Eve Bernstein	Jerome and Toby Rapport Foundation
Sara & Robert Cannon	Susan F. Rice
Donald P. Gould	Michelle Rohè
Dr. Cornelia Haag Molken­teller	The Ruby Family Foundation
Thomas C. Hudnut	Wendy and Ken Ruby Trustees
Barbara and Stuart Klabin	Dena and Irv Schechter
Laifun Chung and Ted Kotcheff	Linda and Joe Svehla
Katharina and Thierry Leduc	Timothy P. Whalen
CPT Charles T. Meyer, IV	WHH Foundation

"As a classical music lover, I want to share this joy with today's young people. A prerequisite for that is sufficient exposure. KUSC plays a very important role in that respect, which is one reason why I believe it deserves wide support."

—Art Geoffrion

"How could we exist without music? It calms us when we're stressed; it soothes us when we're melancholy; it excites us when we are ready to dance. And what better way to enjoy it than listening to KUSC: stories, commentaries and a beautifully run organization behind it all. Hooray for KUSC".

—Nancy Ferguson

Producer's Circle
(\$2,500- \$4,999)

Anonymous (47)	Sharon and Daniel Lowenstein	Anne-Marie Stephens
Mr. and Mrs. Robert Abeles	Judy McAlpine	Douglass M. Stewart, Jr.
Gretchen E. Alkema	William McKelvey	Max Stoltz, Jr.
Karen and George Bayz	Anne and Thomas McKerr	Barbara and Steve Straub
Patricia and Dennis Burke	Janice Miller	Simon Strauss Foundation
Norman E. DuFort	Abby & Alan Myerson	Teshinsky Family Foundation
Louise Grant Garland	Jean Oppenheimer	Terrance Van Vliet and Jan K. Keller
Deborah Goetzman	Michael R. Oppenheim	Robert D. Voit
Teresa Gordon	Jane C. Parks	Bea and Dennis Volper
Harvey Hoepfner and Bob Richards	Mariette and Alexander Sawchuk	Deborah and Lee Walcott
Charlotte Hughes and Christopher Combs	Dr. Charlie and Claire Shaeffer	Ramona R. Whitney
Terri and Tom Keville	Shanbrom Family Fund	Michele and David Wilson
Scott Litt	Dr. Jack and Anitra Sheen	Anna and Edward Yeung
	Kerry and Robert Shuman	
	Irene V. Steinman	

“KUSC is a crucially important institution in our lives. Every day, it gives us the most beautiful and exciting music in the world-music that lifts the spirit and enlightens the soul-music to live by. What a gift! You can't ignore it and must support it”

—Kathryn Norstrom

“There's a reason we still listen to the great musical giants: their spirits awaken and refresh ours. They're alive and well on Classical KUSC!”

—Dan Temianka MD

“Since 1995 we've been residents of Orange County and have continued to enjoy the music of KUSC! Its variety of programming and most knowledgeable announcers enrich our lives daily and have cultivated an appreciation and passion for Classical Music. We are delighted to be part of the KUSC 'family' through our annual support and look forward to the bright future of KUSC. It is ours and your support that keeps the music going! Thank you KUSC.”

—Carl and Elaine Neuss

“KUSC wakes us up in the morning and brings us to work and school, carries us home at night, soothes our nerves and makes life lighter, defines our emotions individually and connects us universally. It is an integral part of our family. I can't imagine life without the gift of symphonic music and the thought-filled comments of the presenters on KUSC.”

—Valerie and Hans Imhof

For information on becoming a member of the KUSC Leadership Circle, contact Matt Miles
1-213-225-7518 or mmiles@kusc.org

KUSC Leadership Circle

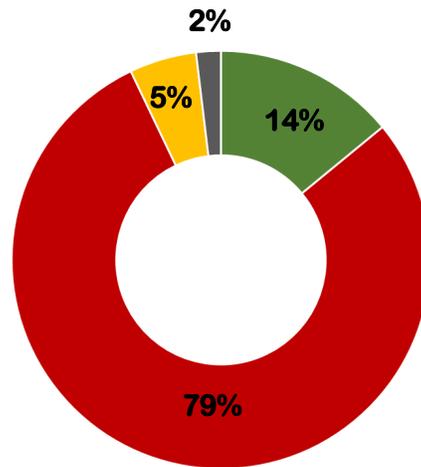
**2019 KUSC
FINANCIAL OVERVIEW**



Revenue

Development	\$ 7,167,139
Underwriting/ Sponsorship	\$ 1,275,929
Government Funding	\$ 470,796
Other	\$ 173,397

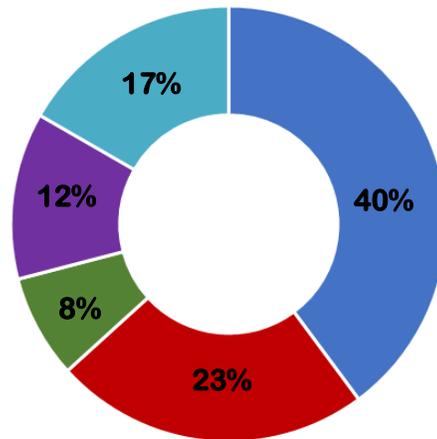
Total Revenue \$ 9,087,261



Expenses

Operations	\$ 1,174,980
Development	\$ 1,649,533
Underwriting/ Sponsorship	\$ 540,795
Content/ Engineering	\$ 3,276,956
Administration	\$ 871,871

Total Expenses \$ 7,514,136



KUSC's most recent independent auditor's report conducted by Price Waterhouse Coopers can be found on our website:

<https://www.kusc.org/culture/our-mission/audited-financials>

USCRG Board of Councilors

Robert (Bob) Abeles (Interim Board Chair) 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. He 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 also serves as a director of Western Asset Funds, a large fixed income investment manager, in Pasadena, California. In addition, he 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.

David J. Berger is a member of the Board of Directors at Wilson Sonsini Goodrich & Rosati and a leader in the firm's corporate governance practice. He specializes in representing officers, directors and shareholders in corporate control contests, mergers and acquisitions. David also serves as counsel to a number of private equity firms, including Francisco Partners. He has taught corporate governance, mergers and acquisitions and related classes at institutions such as Harvard Law School, Stanford University's Directors College, Stanford Law School, UC Berkeley Boalt Hall School of Law, and Duke University's Director Education Institute. He also maintains an active pro bono and public service practice. David has served on the Board of Directors of the California Culinary Academy as well as the Smuin Ballet, Legal Aid Society Employment Law Center of San Francisco, and the Legal Community Against Violence.

David Brown was named interim senior vice president for university relations at the University of Southern California in October 2018. In this role he provides strategic direction and leadership of USC's efforts to continuously improve its relations with external and internal stakeholders. His portfolio of responsibilities includes government relations, public relations, community outreach, and USC's thirteen public radio stations. For the past six years, he has served as associated senior vice president for USC federal relations, based in Washington, D.C. In that role, he was the university's chief advocate on all legislative and regulatory matters related to higher education and student aid policy, federal research funding and healthcare policy.

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 is a member of the USC Board of Trustees where he has served 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, copywrite and trademark law for worldwide clients, he is a lecturer in law at the USC Gould School of Law. His industry leadership includes serving as a former president of The Copyright Society of the USA (New York) the world's leading copyright law organization and service as director and trustee on boards including the BMI Foundation and The Kurt Weill Foundation. He currently serves as outside counsel for the Sundance Film Festival and Sundance Institute. Before becoming an attorney, he 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.

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 Nursey 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 was 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. Natalie and her husband, Ken, are actively involved at the University of Southern California where they founded the KIUEL Institute, 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 is president of iCadenza & CEO of Cadenza Artist Management, a consultant for arts leaders and organizations, with particular expertise in motivation, empowerment, and team dynamics. She has extensive consulting experience, and uses her training in the Bianchard Companies model and Nancy Kline's Time to Think method to work with her clients in developing strong business practices and solid team dynamics. Julia is passionate about introducing artists to the concept of approaching their career development with an entrepreneurial mind set and using proven business concepts for their personal career success. Julia is a trained opera singer and earned a Master of Science in Executive Leadership from the University of San Diego. In addition to the Board of Councilors she also serves on the board of Ohana Arts.

Jennifer Rosenfeld is co-founder of iCadenza, a consultancy and online education platform that helps classically trained musicians pursue successful and fulfilling careers and the co-founder of Cadenza Artist, a talent agency representing classical, jazz and world music artists, dance companies and multi-disciplinary projects. She has also worked with arts organization leaders on creating a culture of innovation and developing promotional and strategic initiatives. She trained as a pianist and sings with the Stanford Chamber Chorale. She earned her BA from Stanford University in History and Slavic Languages and Literatures and is pursuing a JD/MBA from Stanford Law School and Graduate School of Business. She also teaches a course at Stanford and sits on the board of directors of the Los Angeles Philharmonic Association.

William E.B. Siart is 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. Her serves a trustee, chairman of the finance committee, 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 the 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 Berkeley.

Leonard (Lee) Walcott was Vice President and Managing Director of The Ahmanson Foundation from 1987 until his retirement in March of 2008. Prior to holding that position he was Director of Upper School at Marlborough, chair of the Fine Arts Department and instructor of Advanced Placement Art History. He then spent one year at Campbell Hall School. A former trustee of Marlborough, Campbell Hall and the Ahmanson Foundation, he now serves on the advisory boards for UCLA's William Andrews Clark Memorial Library and the California Rare Book School as well as the UCLA Centers for Medieval and Renaissance Studies and 17th and 18th Century Studies.

Martha Welborne is currently a Senior Advisor at HR&A Advisors, an industry-leading real estate, economic development and public policy consulting firm. She was recently the Chief Planning Officer at the Los Angeles County Metropolitan Transportation Authority (METRO) departing in January 2016, where she lead a staff of over 200 in planning the long-range future of transportation in the County. She also over-saw Metro's real estate department, regional capital development activities, the management of all grants, and a variety of strategic initiatives. She is a member of the College of Fellows of the American Institute of Architects and 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.

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KUSC
CLASSICAL | *fm 91.5*

“I was introduced to classical music while watching Looney Tunes with my dad when I was a child. There was one called *What’s Opera, Doc* and that’s where it all began. It’s a silly way to find a love for the music, but I have fond memories of lazy weekends at home with my dad watching cartoons. As we are getting older it can be easy to forget those times, so KUSC helps me to remember. I thank you for being there every day while I work at home from Jacksonville, FL..”

– Kimberly

“Classical music on KUSC sustains me through the day, in my drive to work, while I am working, and at home while I relax, read the Sunday paper, or do my chores. It gives me joy and relief from the stresses and anxiety of the news and the workaday world. Its announcers, including Alan Chapman, Gail Eichenthal, and Brian Lauritzen, are welcome voices that teach as well as entertain. The station is always there for me and I am sure to have it on when my 5 year old grandson visits. He now recognizes many instruments and when a familiar piece of music comes on. Thank you KUSC!”

– Denise in Los Angeles

“In the midst of all the crazy goings on in the world, the constant changes, the loud music, there is KUSC keeping us classical music lovers calm. I am grateful KUSC is there for me when I need an escape.”

— Janet, Laguna Niguel



“I’ve always had a deep love for classical music. Listening to KUSC everyday gives me tremendous joy and happiness. The fact that KUSC is the only public classical radio station in Southern California makes it more priceless. Thank you for your presence in my life.”

- Cloe, Altadena

“KUSC presents a musical fountain of beauty and knowledgeable hosts. So lucky to be able to enjoy all of these amazing treasures.

—Teresa,
Redondo Beach

I appreciate being a part of a community of classical music lovers where we can respect each other’s differing tastes and ignore the political craziness bombarding us in our day-to-day lives. KUSC is a spiritual oasis.

— Alan, Panorama City

Photos: Kids Discovery Day at the Bowers Museum



KUSC Listener Comments

Arts for LA/LACHSA Foundation

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.



Since 2006, Arts for LA has worked to activate artists, arts organizations, and the Los Angeles community at-large to advocate for a healthy, equitable, and creative Los Angeles region. Arts for LA is the only *cross-discipline, cross-sector* advocacy organization dedicated to serving as the voice for the arts in Los Angeles on an array of issues ranging from arts education and creative career pathways, to affordable space for artists/arts organizations and increasing financial investments to the arts and culture field from both philanthropy and government.

Our programming aims to:

CONNECT individuals and organizations around key issues that contribute to the creative vibrancy of Los Angeles.

LEARN with powerful data and by producing unique research.

LEAD constituents to effect community change.

To get involved or for more information, visit: www.artsforla.org.

A VOICE FOR THE ARTS IN GREATER LOS ANGELES
ARTS FOR LA



Founded 35 years ago in the global creative capital of Los Angeles, LACHSA—the Los Angeles County High School for the Arts—is one of America’s premiere public arts high schools for student artists whose undeniable talent and fearlessly authentic voices change the world. LACHSA students come from every part of Los Angeles County and exemplify its wide-ranging diversity.

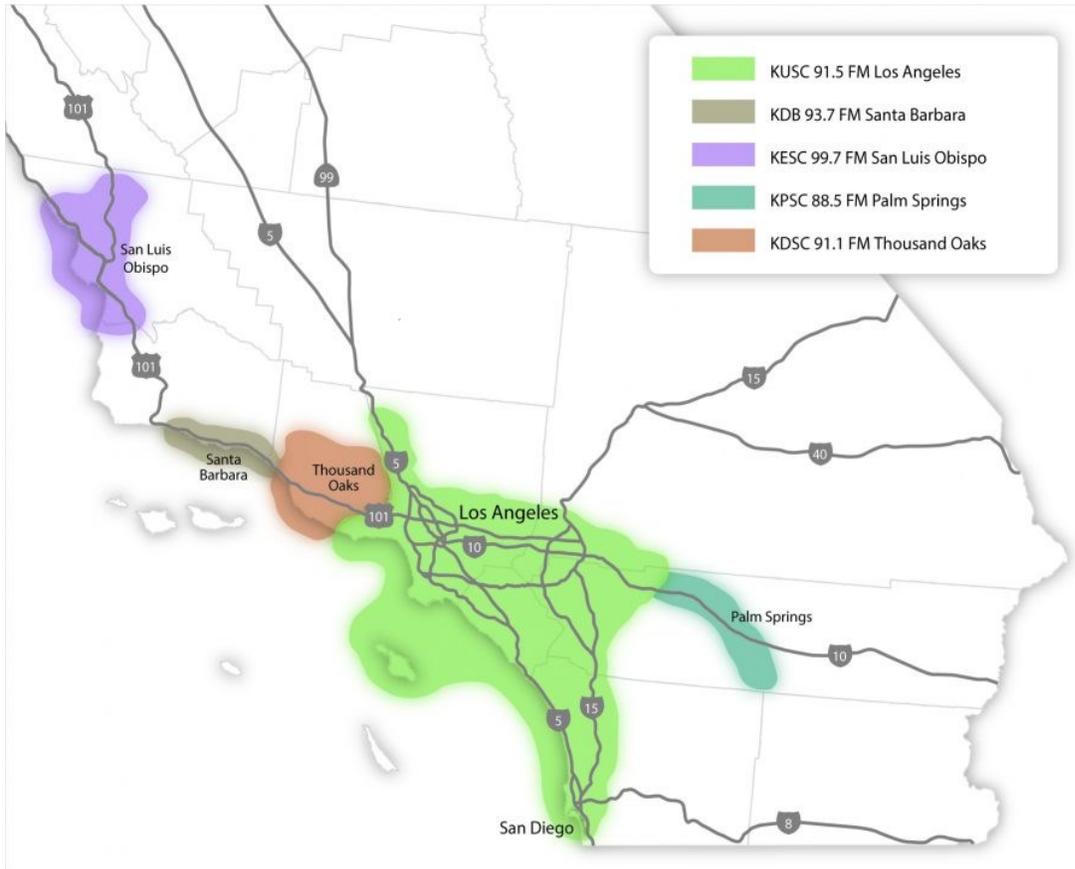
LACHSA is a conservatory-style incubator in dance, music, theatre, visual arts, and cinematic arts, that nurtures and mentors its students in transformational ways.

Working with professional teaching artists to sharpen their critical thinking and strengthen their skills, LACHSA students develop the confidence to courageously share their art with the world. They go on to attend top colleges and arts conservatory programs and establish themselves as leaders in their chosen fields of art or study. Without exception, LACHSA students become the significant artists and individuals they were always meant to be.

The non-profit LACHSA Foundation ensures that the most remarkable student artists in Los Angeles County are able to engage in a transformative conservatory incubator, regardless of their backgrounds. Each year, LACHSA Foundation works to fund the actual costs of the arts curriculum and programs by cultivating relationships with a broad base of donors who recognize how critical it is to support young artists destined to change the world.

To learn more about LACHSA and the Arts High Foundation, visit: www.artshighfoundation.org.

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.



KUSC Coverage Map



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