



Classical[®]
California
KDFC

Annual Report 2024

Distinctively Californian, Classically Unconventional



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KDFC.com

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Letter from the President



Classical California KDFC is here to make your days a little more harmonious—whether you tune in on the radio, your computer, or your smartphone. We're here to share the beauty of classical music, offering a source of comfort and joy in life's best moments and its more challenging ones. You're part of a wonderful community that counts on KDFC to bring inspiration and connection through music, whenever you need it.

Your support keeps classical music vibrant and relevant. It allows us to partner with incredible arts organizations across Northern California, helping to sustain a thriving cultural ecosystem. Even more, your encouragement inspires our efforts to build a bright future for classical music—welcoming families, engaging new listeners, and creating opportunities for discovery every day.

As you read on, we hope you'll enjoy seeing the pictures that showcase KDFC's impact in Northern California. From our digital initiatives and community events to the music on the air, we're committed to making a difference. You'll see the joyful faces of families who joined us at our recent Classical California Kids Discovery Day, held for the first time at our radio home in San Francisco. You'll also discover how our latest streaming channels, like ARCADE (celebrating video game music) and GLISSANDO (designed for families), are bringing a fresh, creative approach to classical music for audiences of all ages.

We've created SKY Concerts on the 11th floor of our new home (with a spectacular view) curated by our evening host and Resident artist Lara Downes. She and her guests shine the spotlight on what we call Classical Americana, where American music meets classical music. KDFC isn't just a service; it's a community effort. It's a reflection of the values we all share—a love for the arts, a belief in their power to connect us, and a commitment to keeping classical music alive and accessible. With nearly 1.5 million listeners tuning in each month, your extraordinary support ensures we can continue to thrive and grow.

These are challenging times for the arts and for public radio, including KDFC. But thanks to your dedication, we'll be able to keep touching lives every day. Thank you for believing in what we do and for investing in this important mission. Together, we're building a stronger, more harmonious future for classical music and the community we all treasure.

Bill Lueth
President, Classical California KDFC
Vice President, Sponsorship and

Community Engagement

A Commitment to Local Arts



Opera in the Park

Continuing our involvement in the Bay Area, Classical California KDFC participated in **Opera in the Park at Golden Gate Park**, sharing merch and a love for classical music with all the attendees.



SKY Concert Series

Continuing the SKY concert series at the **Bowes Performing Arts Center**, Classical California hosted three more evenings featuring incredible music and conversation in the Barbro Osher Hall. Throughout the year, Classical California resident artist and evening host, **Lara Downes**, was joined by pianist **Jeremy Denk**, one of America's most celebrated string quartets, **Miró Quartet**, composer **Jake Heggie**, and renowned opera singer **Frederica von Stade**. Topics ranged from American pioneers to musical depictions of our planet earth, joys of the composer/performer relationship and the power of storytelling through song. The Classical California KDFC SKY Concert Series can be viewed on our Classical California Youtube Channel, www.youtube.com/@ClassicalCalifornia

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photo credits facing page: Nicole Henderson

...and Events



Classical Kids Discovery Day

Classical California KDFC hosted its first ever Classical Kids Discovery Day inside our office at the **Bowes Center** in partnership with **San Francisco Conservatory of Music**. We welcomed more than **700** attendees into our home as families got to experience our famous *Be a Classical DJ* activity with hosts **Maggie Clennon Reberg**, **Dianne Nicolini**, **Robin Pressman**, **Brisa Siegel**, and **Jennifer Miller Hammel**; live performances; and fun activities such as an instrument petting zoo; test your vocal range; and so much more. We featured our newest family stream, *Glissando*, with a *Glissando Listening Experience* as children tuned in to a themed musical journey with host **Suraj Partha**.

Milestones



September 2023 marked two great milestones for Classical California KDFC as we celebrated our **75th** anniversary day and the declaration of “KDFC Day.” Only one Bay Area station has stayed committed to celebrating classical music for 75 years. From our humble beginnings when FM was considered “new-fangled,” to today where you can carry KDFC in your pocket on your smart phone, KDFC’s 75th anniversary stands as a hallmark of our quality programming and marks a new beginning for our station. In celebration of this milestone, San Francisco Mayor **London Breed** declared September 1st as “KDFC Day,” further cementing KDFC’s impact in the Bay Area. Closing out Fiscal Year ‘24, the **Bay Area Radio Museum and Hall of Fame** announced Classical California KDFC as its “Legendary Station of 2024.” We shared this special moment with the Broadcast Legends at the **Basque Cultural Center** on June 6, 2024.



Press Highlights



At the top of our 2023-24 fiscal year, our very own Classical California Host and Digital Content Creator, **Brisa Siegel**, was selected by **Current** to be named in their inaugural cohort of *Rising Stars* in public media (July 31, 2023). *The Rising Stars* initiative highlights early and mid-career employees making a difference for public media organizations and audiences. According to **Current's** Executive Director, **Julie Drizin**: “There’s so much talent in public media. We wanted to recognize exceptional individuals and raise their profiles on a national level.” Brisa was one of **22** finalists (and the only classical music host!) selected from **238** nominees from stations of all sizes across the country as well as national organizations and programs.



In October 2023, Classical California President **James A. Muhammad** was recognized as a Social Impact Hero by *Medium Magazine* for his transformative leadership style and accomplished history in public media. “How I view leadership closely follows the relationship where interactions ... are approached in the spirit of service and with the understanding that it takes the participation of others to achieve big goals ... Not only does [Classical California] want to provide an excellent classical music service that is accessible to all, but we also want to be more reflective of the communities we serve. We want these communities to know that we see them because we are them.”

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Classical California’s newest stream, **Arcade**, aims to dispel preconceptions about classical music and video game soundtracks. In November, *The New York Times* (NYT) highlighted *Arcade*—as well as host **Jennifer Miller Hammel**—in a standalone feature in its *Arts and Music* section entitled “Debussy and Final Fantasy Are Peers on This Radio Stream.” The feature included an interview with Jennifer on the stream’s origins, video games, classical music, how *Arcade* fits within Classical California’s mission, the stream’s listener response, and much more. Beyond its original **NYT** post, this article was shared on multiple public media outlets including **NPR**, **KQED**, and **SFCV**, among others, garnering **more than 147 million** impressions.



In January, Classical California hosts **Brisa Siegel** and **Suraj Partha** were interviewed in *Shoutout LA* and *Voyage LA*. Brisa’s story in *Shoutout LA* detailed her journey in public media as well as her current career at Classical California. Deemed a rising star by *Voyage LA*, Suraj’s interview followed his path to Classical California—from his career as an actor in the entertainment industry to his music studies at USC.

Throughout the year, Classical California events were a big hit across many media outlets with the *LA Times* covering *I Believe* and *Classical Kids Discovery Day*—the latter of which was also featured in a variety of outlets including broadcast like **NBC** and **Telemundo**, as well as in print and online including *LA Parent*, *Cool Mom Cool Tips*, and various parent blogs.

Los Angeles Times

La Opinión



The New York Times

Current



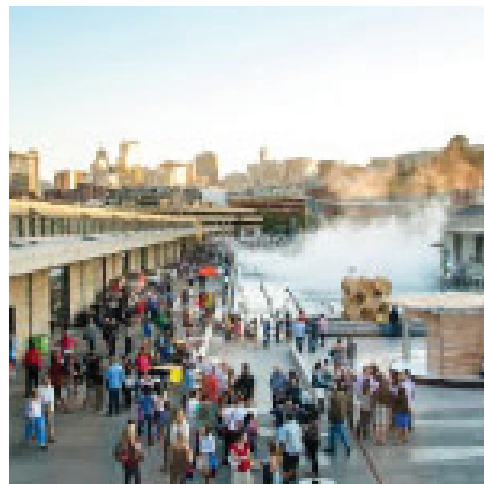
Sponsorship

The Underwriting and Sponsorship team at Classical California KDFC possesses nearly a century of combined experience in the audio media world. As such, we know that our success is not the result of independent efforts and does not exist in a vacuum or without the help from a dedicated team of equally experienced professionals to secure funding—including sponsors and underwriters for our programming, events, and educational initiatives. From the creativity of our production department to the top-notch voice over talent of our hosts and the meticulous detail of our digital and other support teams, every success is the result of many connected efforts at Classical California KDFC. As we close out our 2023-24 fiscal year, the word that could best emulate this span of time is **collaboration**. Below are a few of the collaborations we're most proud of this past year:



Big Night Out

Classical California KDFC's *Big Night Out* is a weekly program designed to highlight shows, performances, and events in a broad market known for its many cultural attractions. The program is especially compelling for its virtual dream team of cultural providers, including **SF Performances**, **CA Bach Society**, and **Stanford Live**, among others. In 2023-24, we highlighted over **30** different partners through on-air and digital endorsements. *Big Night Out* also serves as an equitable cultural conduit. By providing Classical California KDFC with premium tickets to their performances, partners empower us to send our listeners to the best our arts community has to offer!



Summer Sights and Sounds

From its humble, well-intentioned beginnings as an effort to showcase the “re-opening” of the arts community in 2021, *Summer Sights and Sounds* has become a regular part of the collaborative culture at Classical California KDFC. We help audiences discover the best things to see and hear over Summer. Presenting sponsors for our 2023-24 *Summer Sights and Sounds* included San Francisco's beloved **Exploratorium** and the annual **Carmel Bach Festival**.

promotional photographs for: Summer Sights and Sounds and SF Performances



Next Gen and New Voices Concert Series

Classical California KDFC collaborations with the arts community often result in unique ways to showcase new and emerging talent. This past year, Classical California KDFC created the *New Voices Concert Series* with longtime partner, **San Francisco Performances**, amplifying the work of artists who are taking classical and chamber music into the future. Moreover, **Stanford Live** and Classical California KDFC teamed up for the *Next Gen Series*, a four-show series featuring the next generation of classical and contemporary music.

New Collaborators on the Block

While Classical California KDFC is proud of its many decades-long relationships with sponsors and underwriters, each long-time collaborator was once a “new” partner. This past year, Classical California KDFC welcomed the following new collaborators: **Berkeley Symphony**, **Chamber Music Marin**, **In A Landscape**, **Marin Theater Co.**, **Nova Vista Symphony**, **Palo Alto Philharmonic**, **Redwood Symphony**, and **InterMusic**.



Special Programming

After considering hundreds of comments from members about what they find important and interesting about Classical California KDFC, we launched several new shows and features in the fall to meet the needs and interests of our listeners:



The Coolest Thing I've Heard This Week

Our hosts always have their ears open for music you'll love. Each Friday, hosts **Maggie Clennon Reberg**, **Dianne Nicolini** and **Robin Pressman** each share *The Coolest Thing I've Heard This Week*, a classical recommendation they personally love and think you'll enjoy as well!



Saturday Morning CarTunes with Solomon Reynolds

On Saturdays, our 2023-24 *Building Future Talent* trainee, **Solomon Reynolds**, tosses you inside the orchestra pit for a deep dive into classical music and orchestral instruments. Why does the viola play second fiddle to the violin? Where are some surprising places to hear the bassoon? What even is a clarinet? This fun and funky feature runs approximately 5 minutes and is perfect for families enroute to Saturday activities. In 2023-24, this feature proved so popular, we added a rebroadcast on Thursdays for kids and families on their way home from school.



Classical Californians

On Wednesday evenings, we hand the mic to a new "Classical Californian," a California-based musician, composer, conductor, or other notable Californian who will share a few favorite pieces and the stories behind them with our Classical California KDFC community. In 2023-24, we hosted **more than 35** Classical Californians on the show.

New Streams!

Classical California KDFC expanded our digital offerings by introducing two incredibly unique new streams: *Arcade* and *Glissando*.



ARCADE

Launched in October 2023, Classical California's **Jennifer Miller Hammel** takes the controller to enchant you with hours and hours of today and yesterday's music for interactive games, plus classical pieces used in games or that inspired today's composers. Since its launch, we've heard from all kinds of listeners about how much they're enjoying *Arcade*—no actual video game experience required!



GLISSANDO

Hosted by **Suraj Partha**, our newest stream, *Glissando*, is designed with the next generation of classical fans—currently in elementary and middle school—in mind. The stream offers engaging, playful, and enlightening content on social and digital media platforms. With a new theme every 20 minutes, *Glissando* takes listeners on a new adventure through the kaleidoscope of classical music, featuring voices from young listeners around the state. After launching in June, *Glissando* quickly became one of our most popular streams.

Accolades

In addition to being honored by San Francisco City mayor, **London Breed**, who proclaimed September 1st to be “KDFC Day,” in 2024 Classical California KDFC was named by the **Bay Area Radio Museum Hall of Fame** as 2024 *Legendary Station of the Year*. The award was celebrated with a special luncheon on Thursday, June 6, 2024 at the **Basque Cultural Center** in South San Francisco. KDFC can boast the inclusion of many BARHOF inductees on its staff over the years, including: current president and former morning show host, **Bill Lueth**; former market manager for *Bonneville*, **Chuck Tweedle**; radio hosts **Dianne Nicolini**, **Hoyt Smith**, **John Evans**, and **Dusti Rhodes**; former marketing director **Jude Heller**; and engineers **Shingo Kamada**, and **Erich Steinberg**.



photo credit: Nicole Henderson

Digital Media

Connecting Through Social Media

You can now follow Classical California on Facebook, Instagram, and TikTok! In 2023-24, we went behind the scenes to show our listeners just what it's like to be a classical radio station host. This format has been very popular, giving our audience the opportunity to put faces to names. Classical California host, **Dianne Nicolini**, racked up over **1 million** views on a single TikTok video!



Technology

Technology and Digitization: Expanding Our Reach

At Classical California KDFC, we continually innovate to align with emerging technological trends. Recognizing the evolving needs of our audience, our 2023-24 fiscal year saw the successful completion of several ambitious digitization projects. Key among these was the replacement of our outdated playout system with the powerful, flexible, and modern Zetta automation system and the integration of Xperi Rapid. This upgrade significantly enhanced the connected car experience with DTS AutoStage™ technology, offering listeners an immersive and unified media experience.

Our station also began broadcasting enhanced metadata this year, and for the first time ever, transmitting visual images (cover art, composer photos, etc.) viewable on compatible HD Radios. Significantly, these enhanced technologies provide cloud backup capability which will strengthen our ability to remain on-air in the face of any challenge. A result of these and many other efforts, **1.7 million** listeners enjoyed over **22 million** hours of music provided through our digital streaming platforms. This growth reflects increased engagement across smart speakers, connected devices, and mobile apps.

In 2024, we proudly unveiled a completely reimagined website for Classical California KDFC, which now offers a fresh, modern look, improved accessibility, and a richer user experience tailored to classical music enthusiasts. The redesigned website serves as a vibrant and engaging digital space for both our loyal listeners and new visitors.



Commitment to Uninterrupted Over-the-Air Service

For years, we have utilized multiple methods to deliver live audio from our studios to tower sites across Northern California. In some rural areas, we depend on terrestrial fiber transmission to reach our mountain-top tower sites. Fiber is not yet available at KDFC's main 89.9 tower site. In order to achieve a more reliable feed we built a microwave relay system to send live audio from KDFC's studio rooftop to "hop" through San Francisco's Sutro Tower which then relays the program audio signal across the Bay to our Sausalito radio tower site.

Membership

Membership support makes up **more than 80%** of the revenue received by Classical California KDFC. During the past year we experienced a slight decrease in membership. In Fiscal Year 2025, we will launch strategies to cultivate new members through in-person community engagement, direct mail marketing, and on-air and digital engagement methods. Classical California KDFC remains committed to producing classical music programming through which listeners can feel inspired and enlightened. We would not exist without the generous commitment of our supporters. **Thank you!**

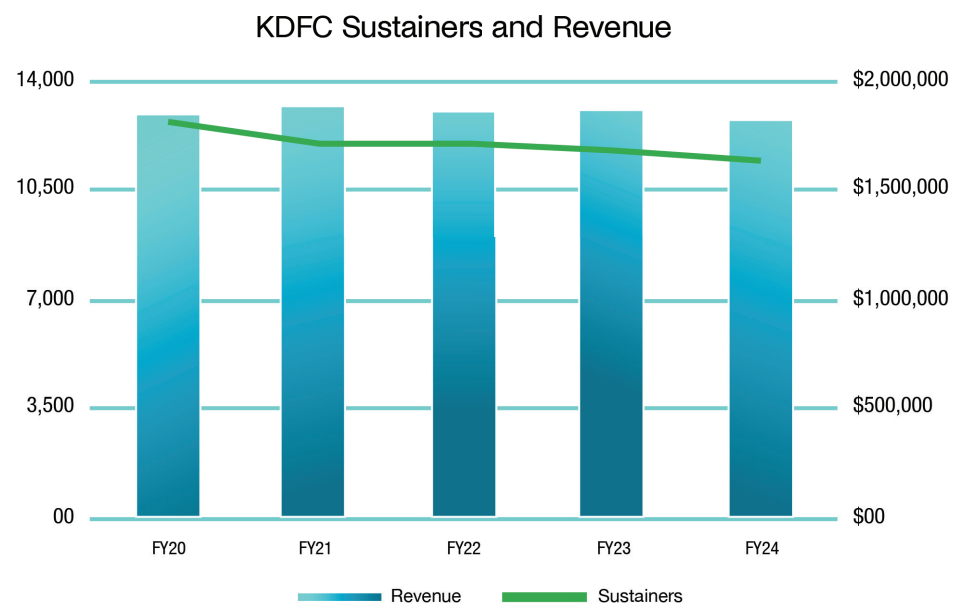
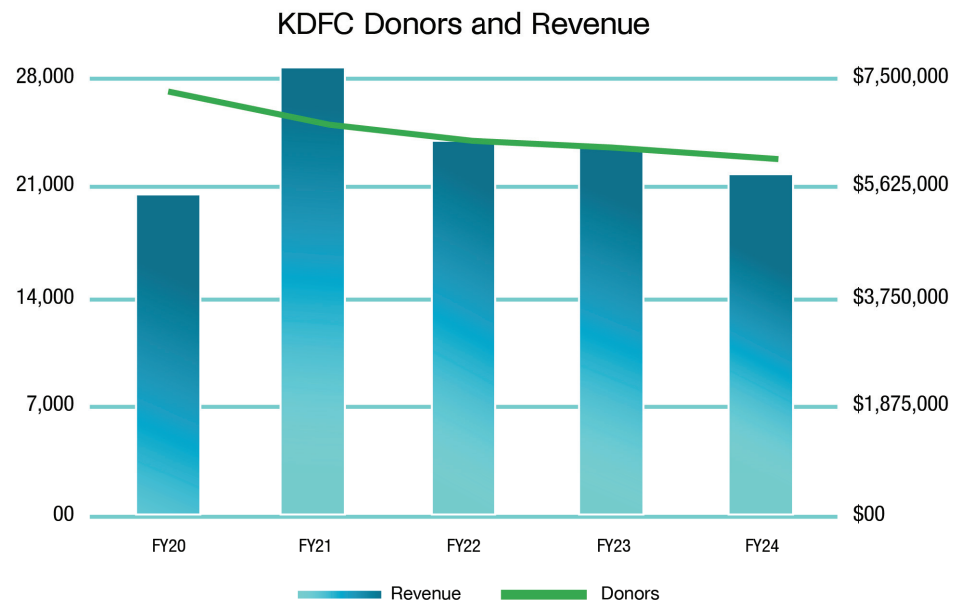


photo credit: Nicole Henderson

Classical California

We celebrate our Leadership Circle members for their annual giving to support our vision of nurturing a love of classical music for all. We gratefully acknowledge this rapidly growing list of members for their steadfast support from June 2023 to July 2024.

PRESIDENT'S CIRCLE

Guarantor

(\$100,000 and above)

Barbara A. Wolfe
Kenneth Richard and Natalie Susan Klein

Innovator

(\$50,000 to \$99,999)

Maria Manetti Shrem*

Benefactor

(\$25,000 to \$49,999)

Lois M. De Domenico
Patricia Locke
David Sundstrom and Ryoko Koga
Bernard and Barbro Osher

Director

(\$10,000 to \$24,999)

Brigid Barton
Jean-Marc Blanchard
Jacqueline J. Desoer
Jane and Herbert Dwight
Dr. Morton Grosser
Peter Hausknecht
Cynthia Hersey
Andrea L Hong
Roy Matthes*
Ursula and William Moffett
Percy B. Mueda
John S. Osterweis

Neil and Elsa Pering

Renee Rymer
Michael Sack
Steven and Sally Schroeder*
Cheryl Sorokin
Elizabeth H. Wong
Anonymous

Investor

(\$5,000 to \$9,999)

Laima M. Baltusis and Daniel Iverson
Pam L. Brannon*
Donald Brody and Toby Mickelson
Sophie and Arthur Brody
Maria Cardamone
Nancy Christman
David Dibble
Nikola Filby
Sakurako and William Fisher
John and Marcia Goldman
Ruth Ann Groves
J.T. Hall
Shirley G. Hall
Henry Harteveltd
Kaye Hiatt
Jerre Hitz
Stephen and Sandra Janachowski
Sara Johns*
Kristin Johnson and Tim Dattels
Margaret L. Johnson
Barbara Kerr
Beverly W. Lane*

Jack Levin

Susanna and Frank MacDonald
Patricia Mann*
Marianne Manny
Clay McGuire
David G. Mitchell*
Frances Moyer*
J. Boyce and Peggy Nute
Judith Petroski
Purobi Phillips and Robert Renner
Arthur and Toni Rembe Rock
Eva and Benn Sah*
Mary E. Speiser*
Edith Sweet
Jennifer Thornton Wieland
Pasha and William Thornton
Jan Vannatta
Monika Wientzek and Matthew Wright
Allen D. Wood
Anonymous

LEADERSHIP CIRCLE

Leader

(\$2,500 to \$4,999)

Hal Amick*
Alisa Baker*
Joyce E. Bartlett*
Christina Beaty
Sandra C. Bessieres
Marcia Bhide
Donald Bierey
Charles Howard Bowden*

KDFC Major Gifts

Jean S. Brandt
Patricia Ann Brennan
Clement Chen, III*
Michael and Gloria Chiang
William Chuang
Vicki Coe and Scott Mitchell
Diana Cohen and Bill Falik*
Jane A. Cook
Joseph Correia
Toby Cossman*
Rafael Costas
Christine Crocker
Brandon Curtis*
Pamela Anne Dekema*
Steve and Pat Emslie
Donna M. Friedrich
Kim Gasset-Schiller
Tracy Gibbons
James Hamilton
Barbara S. Hager
Robert Haxo
Michael S. Hebel
Richard and Patrica Heilbron*
Lee Heller*
Irene Henderson*
Katherine and Albert Herbermann*
Kaye Hiatt
Ellen and Stephen Hill*
Russell Hurley
Nadine Johns*
Michael J. Katryniuk and Jane Aldrich*
Anne and Jeffrey Katz
Barbara and James Kautz
Kum Mo Kim
Daniel Kitamura
Vivian Kremer*
Leslie Ku*
Wendy and Martin Lazar
Ellen B. Levine

Marjory Luxenberg*
Patricia A. Macholl
Natalie Mallinckrodt and Larry Matarazzi*
Robert Millick*
Diane E. Moore
Marie Moore*
David Morgan*
Patricia Murray*
Antje and Paul Newhagen
Christopher Nohrden
Elizabeth and William Nowicki
Marjorie Oda-Burns
John Overton
Marion Peters and Eric Brown
Charles Peterson
Barbara Haxo Phillips*
Janet Piggins*
Joyce S. Ratner
Angele Rice
Jane A. Rubey*
Marek Samotyj*
Rick and Cynthia Sapp
Gregg A. Schluntz*
Virginia G. Schultz*
Randall Schwabacher
Michael Setty*
Ilia and Timothy Smith*
Marshall Smith
Patricia and Robert Sparacino
Susan Stewart*
Blanche Streeter*
Mary Ellen Sweeny*
William Tellini
Jack F. Thomas
Harry Turner*
Ruth Uhle*
J. Patrick Waddell and Franklin Smyth*
Thornton H. Waite

Karlette Warner and Ward Hoffman
Linda Wenstrand
Linda T. Williams
Steven White
Charles W. Wolfram*
Ruthann Yager
Anonymous

* New Leadership Circle member

INSTITUTIONAL FUNDERS

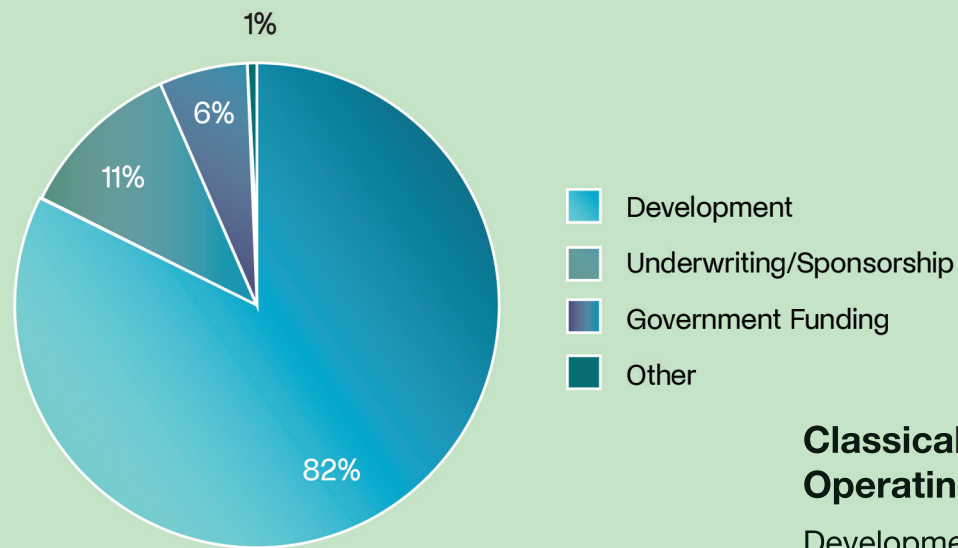
Private and Corporate Foundations (\$10,000+)

The Bernard Osher Foundation
The Charles D and Frances K Field Fund
The Hugh Stuart Charitable Trust
Koret Foundation
The Bob Ross Foundation

LEGACY SOCIETY

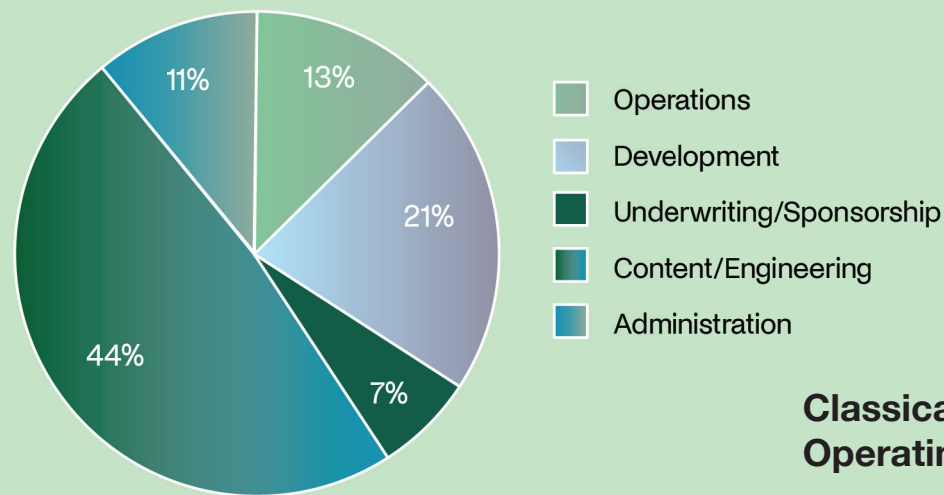
Linda White Burton
David Cone
Barbara Duffy
Constance L. Graves
Mavourneen Harshman
Stuart Paul Hunter
Mary Kay Kane
Enrico Mancilla
Sumner Marshall
Ruth Evelyn Miller
Libby Oertel
Raul Paabo
Neil and Elsa Pering
Ilia and Timothy Smith
Marcia Summers
Anonymous

Fiscal Year 2024 Overview



Classical California KDFC Operating Revenue

Development	\$6,021,655
Underwriting/Sponsorship	\$798,818
Government Funding.....	\$417,152
Other.....	\$70,112
TOTAL	\$7,307,737



Classical California KDFC Operating Expenses

Operations.....	\$829,226
Development	\$1,341,200
Underwriting/Sponsorship	\$436,618
Content/Engineering	\$3,690,221
Administration	\$699,267
TOTAL	\$6,996,532

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

<https://www.kdfc.com/cpb-compliance>

Classical California Hosts



Maggie Clennon Reberg



Dianne Nicolini



Robin Pressman



Lara Downes



Jennifer Miller Hammel



Alan Chapman



Brian Lauritzen



Brisa Siegel



Suraj Partha



Solomon Reynolds



Rich Capparella



John Van Driel



Rik Malone



Jeff Freymann



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Classical California Senior Leadership



James A. Muhammad
President
Classical California



Minnie Prince
Chief Philanthropic
and Community
Development Officer



Bill Lueth
President, Classical
California KDFC
Vice President
Sponsorship and
Marketing



Justin Collard
Chief Technology
Officer



Mark Steinmetz
Vice President
Content



Daniel Sy
Senior Business
Officer

Classical California Board of Councilors

The Board of Councilors represents the interests of the listeners and the community at large by acting as a liaison between Classical California KDFC and the community, offering advice regarding strategy and helping with fundraising efforts.

Marc Chazaud
Corey Field
Sam Garrison
Gary Clouse
Mieko Hatano

Cynthia Hersey
Valerie Imhoff
Chuck Jones
Frederica von Stade
Lee Walcott

We Resonate

When Jennifer played Jessica Curry's music from *Everybody's Gone to the Rapture* on *Arcade*, I liked it so much I was moved to buy the game—and then couldn't make the game work. I turned to my partner's angsty 14 year old grandson, who instantly diagnosed my problem—and we began discussing game music and *Arcade* and leitmotifs and opera. It really helped make a real connection.

– Valerie in Atascadero

The idea for *Glissando* is FANTASTIC! What a wonderful way to introduce classical music to young people. I am proud to be a donor.

– Carol, KDFC member

Classical California shows what a 21st century classical music station is all about. Not a somber temple for Europe's finest composers, but a public forum that encompasses music ancient and modern from west, south and east. Short bursts, like *Mozart in the Morning*, *CarTunes*, *Classical Californians* and *Mystery in History*, to new streams for movie fans, gamers and the Hispanic community, with excellent hosts to keep us connected throughout the day – all these make Classical California an indispensable part of life.

– Craig in Palm Springs

What are listeners saying about our new content?

I am donating because the *Arcade* music stream is the soundtrack of my workday. I have never played a video game, but the *Arcade* music, along with the intros, kind of makes me want to start.

– Annette Hughes

I just wanted to submit kudos to Solomon Reynolds and his *Saturday Morning CarTunes* feature. His selections, insights, and commentary are among the most entertaining thing on the air. Even my wife, who isn't a regular listener, overheard his *CarTunes* and enthusiastically commented to me how interesting it was.

– Jon Frazee

When *Arcade* first came out I was excited to give it a try as video games and classical music are both passions of mine! I really enjoy listening to *Arcade* as I'm doing chores and a huge shout-out to Jennifer for being an excellent host for the stream.

– Irene in Menlo Park



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