



Nurturing a love of classical music for all.



**Classical[®]
California
KUSC**

Annual Report
2022



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Classical California KUSC
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Los Angeles, California 90015
KUSC.org

Letter from the President

I am so happy to join Classical California in this exciting new period of its existence. During my transition—I arrived in Los Angeles in mid-September 2022—I have greatly enjoyed getting to know our ever-so-talented staff, members of the arts community, community leaders, and to hear from so many of you. It's your dedication and support of KUSC that continues to make us one of the strongest promoters of classical music in America.



Let me start with a little background about my journey to KUSC. I've spent my career in public media, holding many different positions, including classical music announcer. I previously served as the President & CEO of Lakeshore Public Media, which is a PBS and NPR affiliate serving the Chicagoland area. My love for classical music comes from my parents, who met as members of their college choir where my mother was a soloist, and my father was a student accompanist. My parents valued public radio so much that they made it required listening for me growing up. I'm so happy they did.

As someone who hit the ground running upon arrival, it has been a pleasure getting engaged with all the initiatives and achievements of KUSC in the past year. Our brand relaunch of KUSC as Classical California has created a foundation to present new offerings on various platforms. We are growing our audience on digital platforms through our music streams, our app, our website, and social media. My first community outreach event was our "Kids Discovery Day" in San Jose, sponsored by our sister station KDFC. Children and their parents were able to experience live performances from community organizations; learn about many different instruments at our Instrument Petting Zoo; and participate in our 'Be a DJ' booth, where they could practice becoming our next star announcer. Another Kids Discovery Day event was scheduled for December 4, 2022 at the Bowers Museum in Orange County to connect even more families in California to classical music.

Last year, we also launched another new initiative—the KUSC Talent Development program. Through this effort, we are training the next generation of classical music hosts. Two talented interns (now full-time staff members) are learning all aspects of classical music hosting and digital storytelling. We're looking forward to welcoming our newest trainee later this year. New alternative streams like Classical Americana also launched to provide even more varied musical experiences for you.

All these initiatives and many more are the fruits of your support. Because of you, we are having an even greater impact in the community. And I could not be more excited about the future of KUSC. I welcome your comments and feedback as we continue to grow into an even greater community resource for Southern California.

A handwritten signature in black ink, reading "James A. Muhammad". The signature is fluid and cursive, enclosed within a light-colored rectangular box.

James A. Muhammad
President
Classical California

Our New Brand



Building Classical California
Our radio stations are strong, and will remain vital local community organizations, but our listeners have encouraged us to do more. In a fragmented media world, delivering curated classical music with a human touch takes away from the everyday stress and helps us escape to a different place. California is a land of innovation, creativity, and curiosity. Our attitude is inclusive and approachable, and we welcome all on whatever your classical music journey might be.

In April, KUSC, along with our sister station KDFC in San Francisco, launched a new umbrella brand called Classical California. It's about extending our reach to new audiences, expanding the impact of our service for current listeners and members, and building a foundation for the future of classical music in our communities for generations to come.

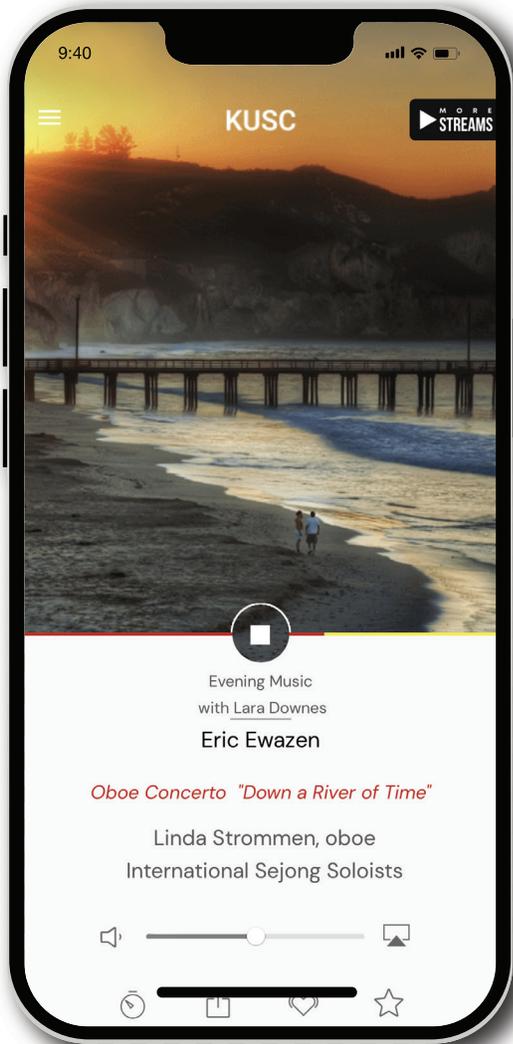
Local radio remains our primary means of sharing great music with you. But it's become apparent in recent years that fresh opportunities for spreading the joy of this art form live primarily in the digital realm: online streams, smartphone apps, and YouTube channels, for example, where station "call letters" are largely irrelevant.

The umbrella brand of Classical California encompasses our two legacy stations – KUSC and KDFC – repositioning and renaming them for the digital future. Bringing together two of America's most listened-to classical music stations will enable us to share the beauty of classical music with more and more listeners. *Classical California KIDS* and *Classical California Sky Concert* brand extensions were launched so that we can better serve segmented audiences. The *KIDS* brand highlights our renewed commitment to engaging with children and their families with such community activities as Kids Discovery Days, children's music festivals at family-friendly museums, and more. *Sky Concerts* showcase professional and student musicians as well as our on-air hosts in live concerts in our community. More sub-brands are planned for the future.

We have a new look for a new future. We have new digital offerings and are creating more. We remain committed to our local communities, but also invite others to enjoy the welcoming vibe that epitomizes the spirit of California and our unique approach to nurturing a love of classical music for all.



Technology



KUSC strives to make classical music accessible to all. To this end, we must be flexible enough to respond to the ever-changing digital preferences of our listeners. This year we created new music streams, introduced a YouTube channel, and launched a series of videos on a wide range of classical subjects. These innovations couldn't have been possible without the considerable expansion of our technical systems capacity. Other technical upgrades this year include improvements to our mobile phone apps for easier navigation. Users can now log in and bookmark favorite pieces of music for later reference.

In order to maximize your listening experience, we continue to invest in the latest audio innovations for our on-air studios. These include the new "Dante" digital audio technology, which replaces the traditional "point-to-point" cable connections between devices with a computer network utilizing Ethernet cables, affording superb digital fidelity. Now we can connect host studios across the building and across the state, ensuring our friendly musical tour guides sound like they're sitting right next to you.



**Classical
California**
KIDS

KUSC not only strives to nurture a love of classical music, inspiring people to make it an enduring part of their lives; we also serve as an anchor for Southern California's vast arts ecosystem. Our megaphone promotes the region's performing arts organizations and cultural institutions, large and small; we also convene meetings with arts leaders to discuss how to build financial stability, inclusiveness and innovation into our work during particularly challenging times.

*Photos this page taken during the
Los Angeles Times Festival of Books
University of Southern California campus
April 23-24, 2022*

Community Engagement



KUSC host Brisa Siegel with young festival-goer at the LA Times Festival of Books in April.

In December 2021, top LA community arts leaders came together for a KUSC Roundtable on Zoom, focused on how participating organizations can strive to make measurable changes in the areas of diversity, equity and belonging.

After a long pandemic-related pause in our live children’s events, we are overjoyed to have been able to schedule a number of Kids Discovery Days for FY23. We look forward to a full schedule of kid-friendly activities, including classical performances, an instrument petting zoo, and the popular “Be a DJ” experience, where kids, coached by our on-air hosts, get to make their “on-air” debut recording classical scripts. Excerpts actually get played on the air!

Early next year we’re presenting a school assembly at the Watts Learning Center with KUSC evening host Lara Downes. She’ll be highlighting the works of long-neglected composer Margaret Bonds, the prose of W.E.B. Du Bois, and the personal “I Believe” statements of the students.



Classical California KUSC host Jennifer Miller Hammel with a future radio star at “Be a DJ”.

New Content Initiatives

Talent Development Program

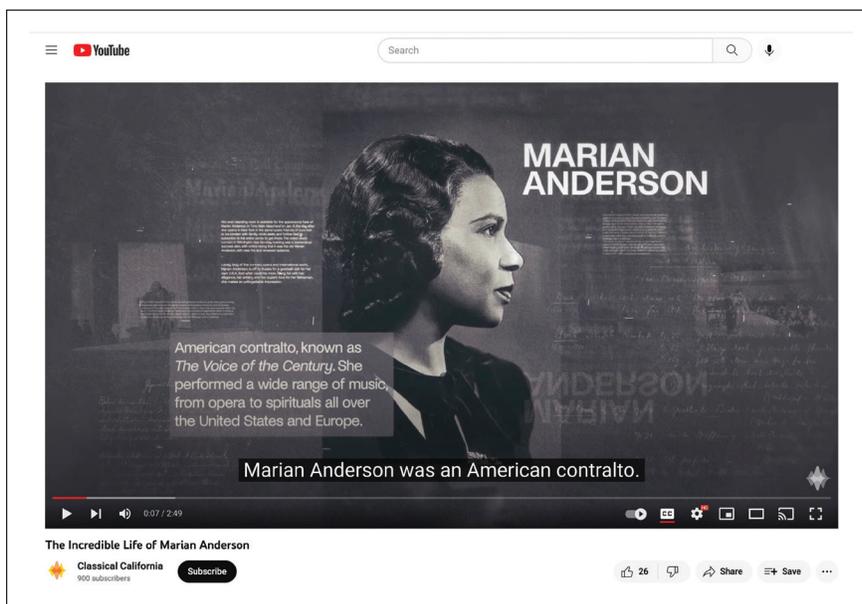
In surveys conducted over the past several years, you've told us that in addition to the music itself, you greatly value the contributions of our engaging, knowledgeable on-air hosts. Since no post-secondary training program existed to build the next generation of classical hosts, this past year we launched a new KUSC Talent Development Program. Over the course of six months, two trainees, Brisa Siegel and Suraj Partha, learned all aspects of classical radio hosting and digital storytelling. Both Brisa and Suraj showed such promise that we hired them following their training period. Both are now heard regularly on KUSC, and on our new streams and videos. We look forward to welcoming our newest trainee early in 2023.



Hosts in training, Suraj Partha and Brisa Siegel

YouTube Channel

With the launch of Classical California, we updated each of our social platforms to reflect the new branding. We also launched a YouTube channel dedicated to sharing the bold artistic spirit of the Golden State. Highlights include: "Open Ears," a series about composers, musicians, and conductors who made invaluable contributions to classical music but were underappreciated in their lifetimes, and "This Is Classical," profiles of artists and organizations engaged in innovative work to spread the joy of classical music. We launched both of these streams to coincide with the Classical California re-branding in April.





Special Programming

Our popular specials over the past year included “Love At First Listen,” a warm and sentimental week during which our listeners shared the pieces that made them fall in love with classical music; the “Classical California Ultimate Playlist”, a presentation of our listeners’ top 250 classical works, with a companion stream; and “Great Outdoors Week,” offering a summer escape inspired by musical discoveries from around the world.

And, as summer was poised to begin, we aired “Let Freedom Ring” commemorating Juneteenth. This 3-hour program of music by Black composers was introduced by KUSC evening host and Resident Artist Lara Downes.



Lara Downes; photo by Max Barrett

A New Evening Voice

Earlier this year, iconic KUSC evening host Jim Svejda retired following a 43-year career at KUSC. In countless social media posts and emails, you told us how much you treasured his unique, erudite presentations, and how much you will miss him.

In February, we welcomed as our new evening host KUSC Resident Artist Lara Downes. A Billboard Chart-topping pianist, producer, curator, and musical activist, Lara also hosts the digital series *Amplify with Lara Downes*, our new “Classical Americana” stream, and other special broadcasts.

SoCal Sunday Nights

Each Sunday Night at 7pm, KUSC brings you concert broadcasts recorded live from venues across the region. These splendid performances in state-of-the-art sound feature such ensembles as the LA Phil recorded both at the Walt Disney Concert Hall and the Hollywood Bowl, the Pacific Symphony, the California Symphony, and more.

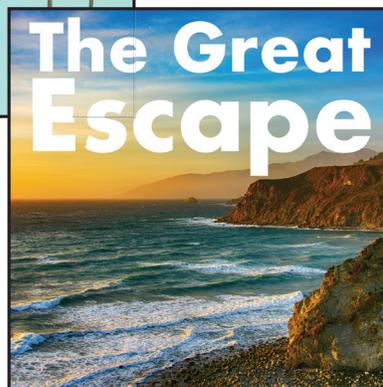
New Content Initiatives



New Streams

Alternate streams added this past year include “Classical Americana,” curated and hosted by Lara Downes, and “The Great Escape” stream, an offshoot of our popular 5pm weekday feature, with host Robin Pressman.

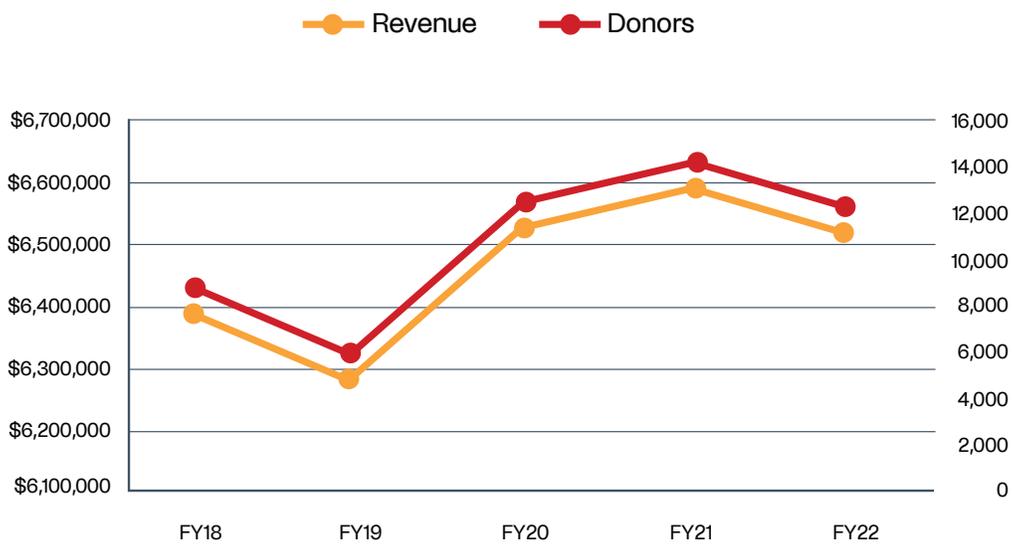
“Nuestra Música,” is a groundbreaking initiative and is scheduled to launch during Hisptanic Heritage Month in September, 2022. “Nuestra Música” is KUSC’s first stream devoted exclusively to classical music composed, performed, or conducted by musicians from Latin America and the Spanish-speaking world. Brisa Siegel will host separate English and Spanish-language versions of this brand new channel.



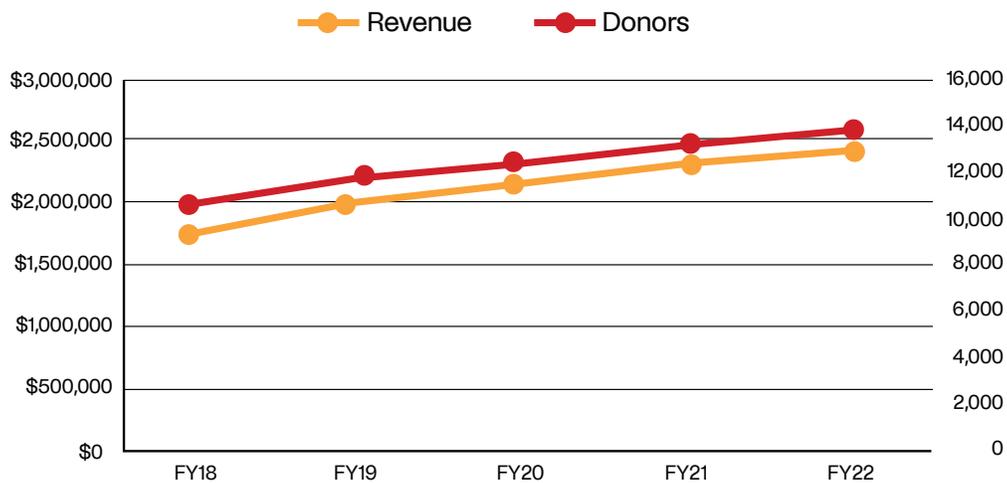
Membership Support

KUSC is humbled by the generous support our members provide. It is through the donations of tens of thousands of KUSC listeners that we've been able to raise approximately 80% of the station's operating budget this past year. Your sustaining memberships ensure our financial stability moving forward. The contributions of our members have sustained KUSC during uncertain times, enabling us to keep our focus on providing music that helps heal the spirit and unite us all. **Thank you!**

Classical California KUSC Monthly Donors and Revenue



Classical California KUSC Monthly Sustainers



Classical California KUSC Sponsorship

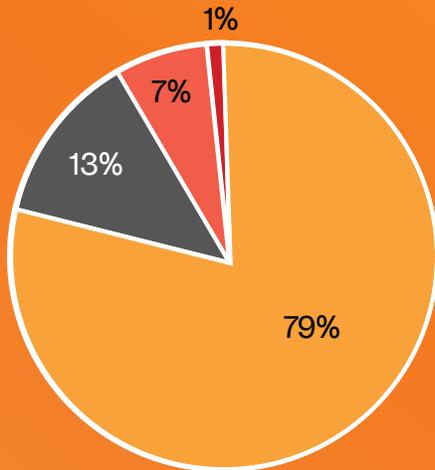
Fiscal Year 2022 was a year of resilience for Classical KUSC Sponsorship and Underwriting. Following FY21, a year of unprecedented challenges for a revenue department in the non-profit arts sector, we were cautiously optimistic that as the world began to emerge from remote working, living, and learning, we could play a vital role in promoting a return to the concert hall, stage, and travel. Throughout our efforts in FY 2022, our continued commitment to our dual objectives was unwavering: providing creative input, value, and a measurable return on investment for our partners in the arts community and the corporate sector while generating revenue to fund our own programming and community efforts.

1. In our efforts to encourage a return to concert halls, Classical KUSC introduced the **Classical Partner Show** with longtime partners the Los Angeles Master Chorale, the Philharmonic Society of Orange County, and Los Angeles Opera.
2. Viking Cruises became the exclusive daily sponsor of **The Great Escape**.
3. The popular Academy Awards theme returned in early spring 2022 with Classical KUSC's **At The Movies** and Classical California's **Movie Music Playlist**, showcasing the year's best in cinema and original scores.

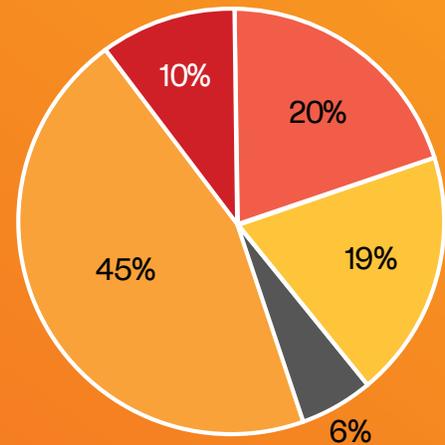
For information about customized partnerships and sponsorship opportunities, please contact Classical KUSC's **Tim McClellan** at tmcclellan@kusc.org



Fiscal Year 2022 Overview



- Development
- Underwriting/Sponsorship
- Government Funding
- Other



- Operations
- Development
- Underwriting/Sponsorship
- Content/Engineering
- Administration

KUSC Operating Revenue

Development.....	\$7,886,742
Underwriting/Sponsorship.....	\$1,308,548
Government Funding.....	\$685,183
Other	<u>\$134,544</u>
TOTAL ..	\$10,015,017

KUSC Operating Expenses

Operations	\$1,587,588
Development	\$1,479,162
Underwriting/Sponsorship.....	\$436,726
Content/Engineering	\$4,268,132
Administration.....	<u>\$804,005</u>
TOTAL	\$8,575,613

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/>

Classical California KUSC Hosts



Alan Chapman



Lara Downes



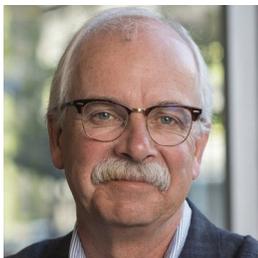
Brian Lauritzen



Dianne Nicolini



Jennifer Miller
Hammel



John Van Driel



Linda Cassidy



Rich Capparella



Robin Pressman



Los Angeles Times Festival of Books at the University of Southern California. Photo at left: Dr. Carol Folt, President, University of Southern California. Photo above, from left to right: Gail Eichenthal, Brian Lauritzen, Mary Mueller, and USC Senior Vice President, University Relations, Samuel Garrison

Classical California KUSC Senior Leadership



James A. Muhammad
President
Classical California



Minnie Prince
Chief Philanthropic
and Community
Development Officer



Bill Lueth
President KDFC
Vice President
Sponsorship and
Marketing



Justin Collard
Chief Technology
Officer



Mark Steinmetz
Vice President of
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 liaison between KUSC and the community, offering advice regarding strategy for USC Radio and helping with fundraising efforts.

Robert Abeles, Chair (retired)
Frank H. Cruz
Lee Walcott
Natalie Klein
Corey Field
Samuel Garrison



Major Gifts

LEADERSHIP CIRCLE

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

Anonymous (7)
The Colburn Foundation
Valerie and Hans Imhof
The Norman and Sadie Lee
Foundation
Jason Subotky and Anne Akiko
Meyers
Sunny Health & Fitness
Dr. Daniel Temianka
The Flora L. Thornton Foundation
Lee and Deborah Walcott

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

Anonymous (13)
Nancy E. Barton Foundation
Curtis Browne
Gary and Shuko Clouse
Louise G. Garland
Robert and Cynthia Hall
Allen Katz
Linda and Bill Krantz
Heather MacDonald
M. Susan Montgomery
The Negaunee Foundation
Carl and Elaine Neuss
The K.T. & E.L. Norris Foundation
The Ruby Family Foundation
Meredith Jackson and Jan Voboril

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

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The Hilaria and Alec Baldwin
Foundation, Inc.
Ron Baldwin
Eve Bernstein
Curtis N. Browne
Ana and Robert Cook
Dr. Cornelia Haag-Molkenteller
Thomas C. Hudnut
Judith and Howard Jelinek
Stuart and Barbara Klabin
Masako Maki
Christine Mankofsky
Carole Innes Owens
Janet Petersen
Susan F. Rice
Michelle Rohé
Dena and Irv Schechter
Bea and Dennis Volper
WHH Foundation
Ramona R. Whitney
Anna and Edward Yeung

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

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Gretchen E. Alkema
Bonnie Bee Bailey-Jones
Judy and Leigh Bardugo
Dennis and Patricia Burke
Linda and David Bush
Peter Fogliano and Hal Lester
In memory of Diane K. Gordon
Teresa Gordon
Donald P. Gould
Barry Graynor
Betty Lou Gross
Harvey Hoepfner
Charlotte Hughes and Christopher Combs

Lynda Jarman
Terri and Tom Keville
Donald & Sharon Lafler
Katharina and Thierry Leduc
Stanley Lintner
Scott Litt
Lillian Lovelace
Mary Morgenstern
Ann Mulally
Alan and Abby Myerson
Drs. Kenneth and Roberta K.
Nieberg, M.D.
Jean L. Oppenheimer
Jane C. Parks
Anne Breck Peterson
Edward Platt
Peggy and Peter Preuss
Jerome & Toby Rapport Foundation
Robert Richards
Peter Rutenberg
Alexander A. and Mariette Sawchuk
Claire and Dr. Charlie Shaeffer
Shanbrom Family Fund
Dr. Jack and Anitra Sheen
Robert and Kerry Shuman
The Simon-Strauss Foundation
Judith Spector for Spector Family
Trust
Anne-Marie Stephens
Sharon Stevenson
Douglass M. Stewart, Jr.
Max Stolz, Jr.
Terry Tegnazian and Scott Whittle
Karen and William Timberlake
Terence Van Vliet and Jan K. Keller
Robert D. Voit
Tim Whalen
Susan White
David and Michele Wilson

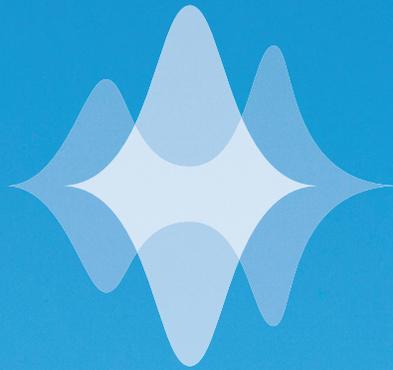
Legacy Society

Anonymous (75)
Dr. Barbara Ackermann, LCSW
Carleen Anderson
Jerry and Barbara Andes
Dr. Roman Anshin, M.D.
Sonia Appell
Jim and Nancy Bailey
Christopher D. Baker
Charles N. Baron
Terry S. Bateman
Benla C. Bennett
Herbert M. Berk
Lillian Berman Goldfarb
Martin Bray and Scott Henderson
William J. Bryan
*Audrey Steele Burnand
Jeremiah and Raun Burnham
Dr. Leland S. Burns
Bobbi Chifos
Dr. Owen G. Clayton
Nancy Coleman-Frank
Edward and Lisa Cook
Dr. Allen J. Curtis
Caroline S. DeMar
Fantasia Fairchild
Theresa and Jeff Ferguson
Robert S. Field
Jeanette Fraser
David F. Freedman
Robin Friedheim
Dr. and Mrs. E. Peter Gabor
Peggy Garvey
Robert L. Glasser
Deborah Goetzman
Meredith Goodwin
Donald P. Gould
David Grant
Tom Greene
Heinz Hanau
Rod and Nancy Harvey
Robert S. Helfman
Vera J. Hirtz
Terrence Joseph Hughes

Barbara Jury
Len and Trudy Kapner
Steven Katz
Doris H. Keniry
Nick J. Labedz
Donald & Sharon Lafler
Dr. Peter B. Landecker
Jocelyn Lee
Dennis and Kathleen Lees
William Earl Lentz
Adolph Maier
Hon. Nora Manella
Alison Manheim
Susan J. Marks
James Michaelis
Les Modie
Maury and Barbara Mortensen
John R. Oden and Mark Dizik
Craig Percy and Silvia Berg
Ernest and Anne Prokopovych
Suzanne Robinson
In Memory of Charles Simon Sarkas
Ronald (Dec.) and Barbara Schonfeld
Matej Sherko and Anthony Rosello
Lynette Sim
June Smith
Max Stolz, Jr.
Evelyn Stone
*Joseph and Linda Svehla
Craig and Junior Vickers
Carol Ann Walker Trust
Carole E. Walker
Ramona R. Whitney
Jon Harvey and Joemy Wilson
Dr. Robert and Mrs. Nadyne Zafran

*Deceased





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