

Classical[®]
California
KDFC

Annual Report 2023



Nurturing a love of classical music for all



Table of Contents

Letter from the President / 1

Community Engagement and Events / 2

Partnerships / 6

Talent Development Program / 7

Special Programming / 8

Digital Highlights / 9

Technology / 10

Climate Change and Classical California KDFC / 11

Classical California KDFC Sponsorship / 12

Membership Support / 13

Major Gifts / 14

Classical California KDFC Hosts / 16

Fiscal Year 2023 Overview / 17

Classical California KDFC Senior Leadership / 18

Classical California KDFC Board of Councilors / 19

Classical California KDFC
200 Van Ness, Suite 219
San Francisco, CA, 94102
KDFC.com

Letter from the President

The arts matter to all of our listeners and supporters, and at Classical California KDFC we are committed to our community, a community that counts on our collective support of the arts. In the fall of FY23 (2022-2023), as the ‘new normal’ began and performing arts presenters began to fully open their doors, it was important for Classical California KDFC to partner with them. Working together we amplified their efforts and today we continue to find ways to make music and the arts a regular and important part of people’s lives in Northern California.



Your support makes it possible for us to continue to be THE local radio station committed to the arts as our primary mission. With that support, we remain the only station in Northern California playing classical music, commercial-free, for everyone to enjoy, 24 hours each day. But we strive to do more.

Online one can find classical music in many ways. The Classical California KDFC difference is the human touch. Thanks to our supporters, we offer the world’s greatest music presented by knowledgeable and engaging on-air hosts who guide our listeners through our curated playlists and raise awareness for arts events in our neighborhoods. We support music education for all ages. Our annual *Classical Kids Discovery Day* returned this year and hundreds of families shared the joy and power of music in a fun-filled day at the Tech Interactive in San Jose. We kicked off the new *I Believe* initiative with our evening host and resident artist Lara Downes to bring classical music to local students who might not otherwise have access to this great music.

Together with our encouraging community, we can support the entire arts ecosystem of Northern California. We were there when San Francisco Opera’s *Opera in the Park* and *Opera at the Ballpark* returned, presenting wonderful free community events for all to enjoy. Through our broadcasts, we bring the San Francisco Symphony and other local performing arts groups to many more people than can attend in person. Joined by local partners we launched our SKY Concert series, *Classical Americana*, in our amazing new space. Read on for more on these initiatives that elevate culture for Northern Californians.

We believe what you believe: that classical music and the arts matter. With your ongoing passion and motivation, we can continue to do our part to invest in the effort to create a bright future for this music and to share it with generations. Thank you. We couldn’t do it without you!

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

Community Engagement and Events



San Francisco Opera's Opera in the Park

A Commitment to the Local Arts

As the arts community resumed activity in FY23 and welcomed back concertgoers with open arms, Classical California KDFC went the extra mile to show its support for our community.

Opera in the Park

In September, San Francisco Opera's *Opera in the Park* returned to Golden Gate Park for the Opera's centennial season, marking the first Opera in the Park since the pandemic. Classical California KDFC was right there onstage, handing out vintage swag to fans. Thousands of opera (and garlic fries) lovers enjoyed a beautiful night of opera al fresco.



SKY Concert with on-air host and resident artist Lara Downes and John H. McWhorter (top and below center photos); SKY Concert with Lara Downes and violinist Amaryn Olmeda (below left); SKY Concert with violinist Daniel Hope (below right)

SKY Concert Series

At our new home in the Bowes Performing Arts Center, Classical California KDFC launched Classical California's *SKY Concert Series* in the building's picturesque 11th floor concert space (The Barbro Osher Recital Hall).

Throughout the year, invited guests joined series host and resident artist **Lara Downes** for intimate concerts and conversation in her *Classical Americana* series. Guests included violinist **Daniel Hope** (Music Director, New Century Chamber Orchestra); 14-year-old violin virtuoso **Amaryn Olmeda** (student, San Francisco Conservatory); and *New York Times* columnist, author, and Scott Joplin expert, **John H. McWhorter**.

The Classical California KDFC *SKY Concert Series* can be viewed on our Classical California YouTube channel at youtube.com/@ClassicalCalifornia



Community Engagement and Events (cont.)

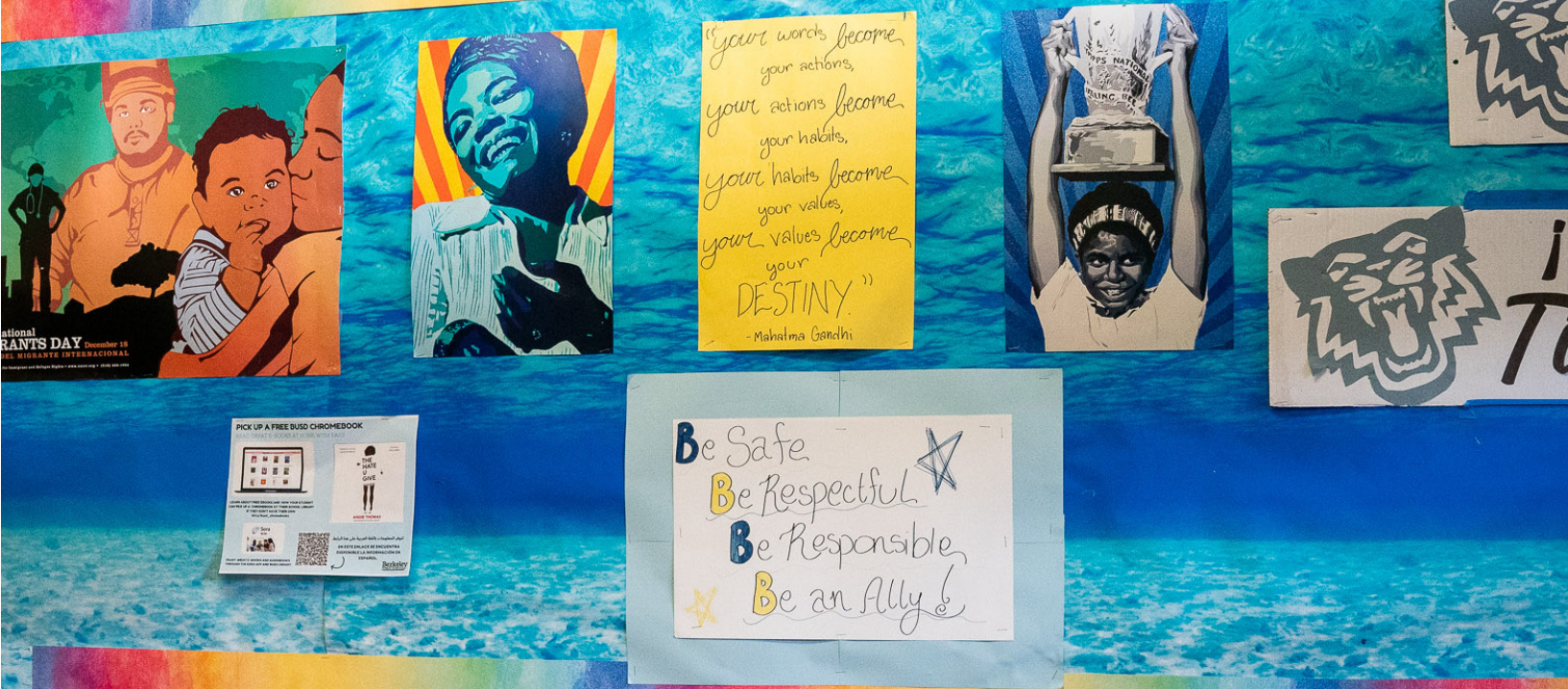
Music Education Matters For Everyone

In September, we reveled in the return of *Classical Kids Discovery Day*, an annual children’s music festival that is a joyous and educational celebration of music and culture. Held at cultural locales across the region, the family-friendly event is a remarkable opportunity for kids to step into the world of live classical music in a fun and approachable way.

In FY23, Classical Kids Discovery Day was held at **The Tech Interactive** in San Jose. The packed event offered hundreds of families the opportunity to hear kid-friendly classical music performances and take part in interactive activities with prominent arts partners such as **Opera San Jose, Peninsula Symphony, Philharmonia Baroque Orchestra, Oakland Symphony**, and others. Classical California KDFC’s *Be a Classical DJ* booth was a particular highlight, where hosts helped kids try out the mic, read scripts, and record their commentary on tape. Some of the amateur DJ’s were even featured on the air! It was a day filled with music and fun for everyone.



Classical Kids Discovery Day at The Tech Interactive, San Jose



I Believe credos

I Believe

KDFC celebrated **Black History Month** with the launch of a new public school initiative called *I Believe*. Created by Classical California’s resident artist and evening host Lara Downes, *I Believe* encourages kids to change their perception and deepen their appreciation of classical music, as well as to find their own voices. The inaugural event took inspiration from a composition by Margaret Bonds, a Black American composer and pianist whose career began in the 1930’s and who only recently has become a revered figure in the classical music world. The interactive student assembly was held at **Longfellow Middle School** in Berkeley for more than 100 music students.

James A. Muhammad, President of Classical California says: “The ‘I Believe’ project illustrates the level of passion Lara has for the future of this world. During times of uncertainty, she brings light to the students through the medium of music.” During the assembly, Downes performed Duke Ellington’s groundbreaking 1945 composition, “New World A-Comin’”. Downes notes: “This piece expresses Ellington’s vision of a world of peace and freedom, justice, and racial equity. I hope to encourage young people to imagine and build a new world where we all can thrive in harmony, empowered by self-expression, communication, and the lifting of every voice.” Violinist **Alyssa Tong**, a student at the San Francisco Conservatory of Music, was also featured at the assembly.

Prior to the event, students were encouraged to create their own video and audio “Credos,” or “I Believe” statements, some of which were read by the authors themselves at the school assembly, and others of which were displayed in the auditorium where the assembly took place.

Partnerships

Community Arts Partners

At Classical California KDFC, our strategy for community partnership and engagement is ever-expanding. Our initiatives focus on introducing classical music to youth who have a limited exposure to the performing arts, while spreading a love of classical music for all. We also bank on our reach across the airwaves, as well as our appearances at public events, to act as a “megaphone” and promote arts organizations that may not have the resources to tell their stories to a broad audience. As you read through this report, you will learn more about a few of our FY23 community partnership highlights, and see that we strive to embrace audiences of all ages and backgrounds. Importantly, Classical California strives to expand the reach of classical music, building new audiences and perhaps even inspiring the classical musicians of the future.



Talent Development Program

Building Future Talent: Host Trainees

Classical California KDFC believes training the next generation of knowledgeable and companionable hosts will play a key role in nurturing a love of classical music for our listeners, and help immeasurably in our quest to connect more people to the joys of the art form. Now in its third year, *Building Future Talent* is a talent development program that trains the next generation of radio hosts, digital content providers, and producers. Paid trainees learn the ropes of classical hosting and storytelling while working with our team of veteran Classical California hosts and producers. Alumni of the program have joined our full-time staff, creating a distinctive presence on our airwaves. One of the first *Building Future Talent* trainees, **Brisa Siegel**, was recognized by *Current* as a *Current Rising Star* of 2023, and was a major force behind the creation of Classical California KDFC’s *Nuestra Música* stream. 2023 trainee **Solomon Reynolds** will host a brand new weekly feature: *Saturday Morning CarTunes*, in FY24. This fun and funky 5-minute offering will introduce children and families en route to their Saturday activities to various musical instruments. Multi-faceted artist **Suraj Partha**, an actor, musician, and writer, is heard regularly on the Classical California KDFC airwaves. He has also written and hosted some of our most popular videos and blogs.



Photos left to right:
Hosts in Training
Solomon Reynolds,
Suraj Partha and
Brisa Siegel



Special Programming

FY23 was rich with special programming at Classical California KDFC. Our popular specials over the past year included Love At First Listen, a warm and sentimental week in May during which our listeners shared the pieces that made them fall in love with classical music. Highlights of **Sounds of the Season**—a two-week holiday celebration in December—included the launch of our first holiday playlist and virtual fireplace on YouTube, a celebration of Hanukkah with **Lara Downes** on her **Evening Show**, and a 10-day special with Downes as she counted down her ten favorite albums of 2022.



Lara Downes



Suraj Partha

In honor of Black History Month, Downes hosted **Crossings**, two hours of music from Black composers whose inspirations and innovations helped define our American sound—from Scott Joplin and Florence Price to Wynton Marsalis and Jon Batiste. Later in the month—and in partnership with **LA Opera**—Classical California presented the radio premiere of LA Opera’s groundbreaking opera, Omar. The month of May is Asian American and Pacific Islander Heritage Month. To commemorate the occasion, host **Suraj Partha** introduced **Friendship and Harmony**, a 2-hour special celebrating Asian and Pacific Americans in classical music and featuring artists such as **Yo-Yo Ma** and the **Silkroad Ensemble**, **Mahani Teave**, and **Reena Esmail**. As summer was poised to begin, we aired **Let Freedom Ring**, a commemoration of Juneteenth hosted by Lara Downes. This 3-hour program of music by Black composers reflected on freedom and celebrated the limitless power of creative expression.

Finally, **Maggie Clennon Reberg**, host of **The KDFC Morning Show**, explored the vast contributions of the LGBTQ+ community to the world of classical music, from early music to the great Romantics, to contemporary artists

with strong ties to the Golden State. **Glitter and Be Golden: A California Celebration of Pride** highlighted works by **Tobias Picker**, **Jennifer Higdon** and **Michael Tilson Thomas**; ensembles led by **Marin Alsop** and **Craig Hella Johnson**; and performances by harpist **Emmanuel Ceysson**, soprano **Patricia Racette** and pianist **Sarah Davis Buechner**. A glowing celebration of Pride, California-style, on Classical California!



Maggie Clennon Reberg

Digital Highlights



Classical California and **NPR** collaborated on another season of **Amplify**, a video series hosted by Lara Downes. This series of deeply personal conversations with visionary Black musicians “amplifies” those shaping the future of classical music. Guests have included composer, singer, and instrumentalist **Rhiannon Giddens**, soprano **Julia Bullock**, and violinist **Randall Goosby**.

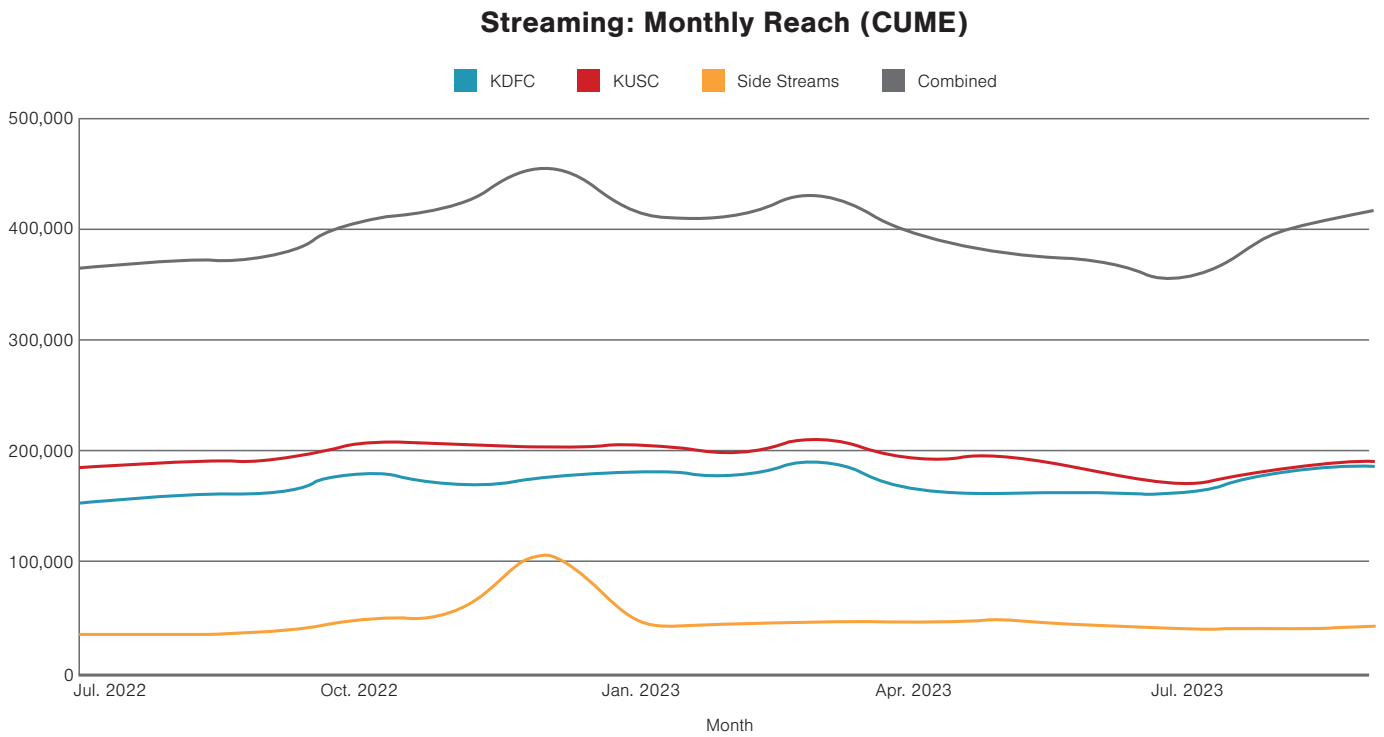


Alternate streams added in FY23 included **Classical California Ultimate Playlist**, which featured our listeners’ 250 favorite pieces streamed back-to-back; the relaunch of our beloved holiday stream, **A Classical California Christmas**; and **Classical California at the Movies**, a celebration of favorite movie music in the lead-up to the Academy Awards, plus exclusive interviews with the year’s nominees for Best Original Score. We also launched **Nuestra Música**, Classical California’s first stream devoted exclusively to classical music composed, performed, or conducted by musicians from Latin America and the Spanish-speaking world—with versions hosted 24/7 by **Brisa Siegel** in both English and Spanish.

Technology

At the heart of Classical California KDFC's mission is making classical music accessible to a large and diverse audience. To expand its listener base and engage audiences in the digital realm, Classical California KDFC has launched multiple digital innovations such as content creation platforms like TikTok and YouTube, as well as themed web streams.

Digital advances made in FY23 will provide us with greater flexibility moving forward to utilize innovative approaches to music programming. Among our greatest achievements: adopting new technologies to increase listenership, improve our broader understanding of listener preferences, and provide tailored listener experiences.



Climate Change and KDFC



Throughout the year, 1.3 million listeners enjoyed over 6.5 million hours of digital music delivered through our streaming platforms.

While our engineering and operations staff worked throughout the year to streamline and modernize our software, they were continuously challenged by mother nature. The rapid effects of climate change paired with facilities ill-prepared for severe weather led to massive staff efforts to repair some of our most critical facility sites. Throughout the winter and into the spring, prolonged winter storms sent flurries and floods across the region.

Rest assured that behind the scenes, our stalwart engineers are always hard at work maintaining and improving our state-of-the-art sound in the face of ongoing logistical challenges!

Classical California KDFC Sponsorship

For our Sponsorship team, FY23 was a restorative season endowed with a sense of things settling into a “new normal,” the robust return of many of our longest tenured partners in the arts community, and the freedom to develop long term strategies and plans without interruption.

Through it all, the steadfast and passionate commitment of our Sponsorship team to Classical California KDFC’s objectives was evident, 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.

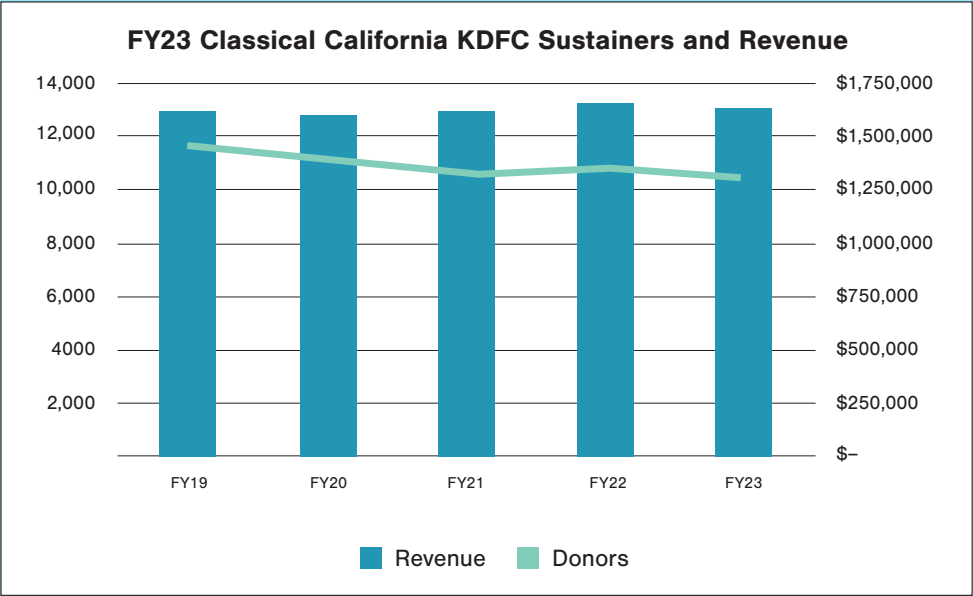
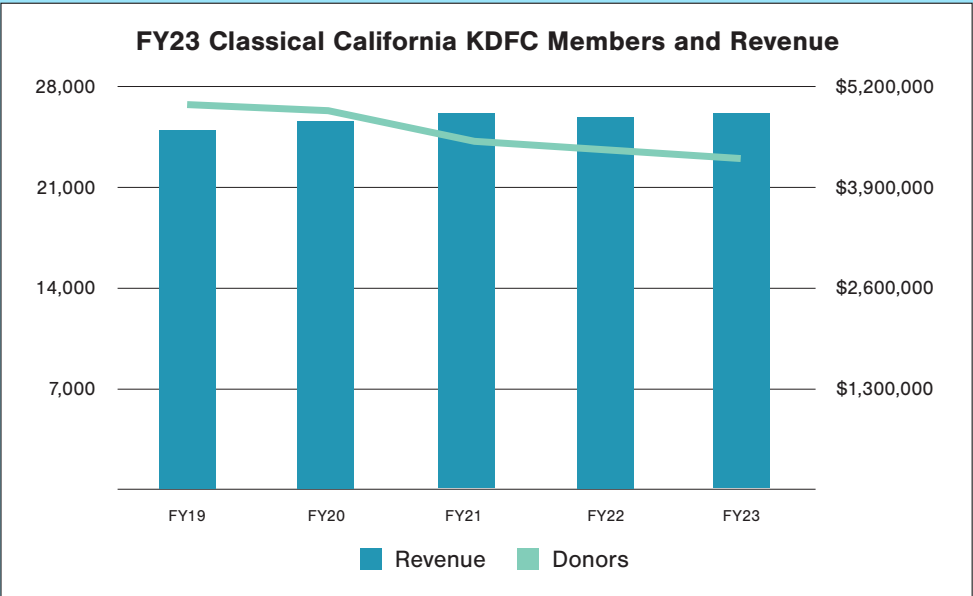
Some highlights of Classical California KDFC’s community efforts:

- 1. In September FY23, Classical California KDFC brought *Classical KIDS Discovery Day* back to the Tech Interactive in San Jose. This event was sponsored and underwritten by our friends at **YAMAHA PIANOS** and **THE HARKER SCHOOL**.
- 2. In September FY23, Classical California KDFC helped longtime partner **SAN FRANCISCO OPERA** kick off its Centennial Season with the return of the beloved *Opera in the Park* event.
- 3. Holiday Music played continuously on *The Classical California Christmas Channel* and was powered by **THE CROWDEN SCHOOL** and **YAMAHA PIANOS**.
- 4 *Summer Sights and Sounds* occurred throughout the Bay Area and showcased amazing visual exhibitions and iconic musical events.



Membership Support

Membership support makes up **88%** of the revenue received by Classical California KDFC. We could not exist without this level of commitment from our supporters. Thank you! While we experienced a slight decrease in membership from FY20 to FY23, our revenue in FY23 remained strong thanks to your support. Over **23,000** members made a financial commitment during FY23, sustaining our mission to champion the power of classical music. Our plan during FY24 is to increase our membership—including new members—through direct mail, and on-air and digital techniques. As a listener-supported station, Classical California KDFC remains committed to producing classical music programming that inspires and challenges our audience. We would not exist without your ongoing commitment. **Thank you!**



Classical California KDFC Major Gifts

PRESIDENT’S CIRCLE

Innovator
(\$50,000 to \$99,999)
Lois De Domenico
Anonymous

Benefactor
(\$25,000 to \$49,999)
Brigid Barton
Anonymous

Director
(\$10,000 to \$24,999)
Herb and Jane Dwight
Dr. Morton Grosser
Lorraine Hancock
Cynthia Hersey
Andrea L. Hong
Percy B. Mueda
Nancy Mueller
Renee C. Rymer
Sack Family Fund
Cheryl Sorokin
Elizabeth H. Wong
Anonymous

Investor
(\$5,000 to \$9,999)
David Berger
Maria Cardamone*
Karen Carlson*
Nancy Christman
Alice Corning

Joseph Correia
Yvonne Derse*
Jacqueline Desoer
James Dougherty
Nikola Filby
Barbara Forrstrom
Elsa Freud
Shirley G. Hall
Peter Hausknecht
Robert Haxo
Mike and Gity-Joon Hebel*
Jerre Hitz
Stephen and Sandra Janachowski
Kristine Johnson and Tim Dattels
Barbara Kerr
Jack Levin
Patricia Macholl
Marianne Manny
Candace Mathewson
Ursula and William Moffett*
Christopher Nohrde*
William Nowicki
John Overton
Judith Petroski
Donal Quinlan*
Arthur and Toni Rembe Rock
Rick and Cynthia Sapp
Helen Whitson Tyree
Thornton Waite
Anthony Wheeler*
Monika Wientzek and Matthew Wright
Allen D. Wood
Anonymous

LEADERSHIP CIRCLE

Leader
(\$2,500 to \$4,999)
Steven Baker*
Laima M. Baltusis and Daniel Iverson
Jackie Barker
Joyce Bartlett*
Thomas Bauch*
Forrest Beaty
Sandra Bessieres*
Marcia Bhide*
Donald Bierney*
Jean-Mark Blanchard*
Dr. Randolph Chase
Michael and Gloria Chiang
The Chuang Family
Vicki Coe and Scott Mitchell
Jane A. Cook
Joseph Correia
Rafael Costas
Mary Liz Dejong
Bonnie E. Demergasso
Cindy Desgrandchamp
David Dibble
Steve and Pat Emslie
Donna M. Friedrich
Kim Gassett-Schiller
Tracy Gibbons
Michele Dup Goss
Ruth Ann Groves
Janice and Joel Hadary
Andrea Haddad*

Barbara S. Hager*
James Hamilton
Henry Hartveldt
Margaret L. Johnson
Anne and Jeffrey Katz
Kum Mo Kim
Daniel Kitamura
Mary Ellen Lamb*
Martin and Wendy Lazar*
Ellen and Barry Levine
Dorothy Lurie
Clay McGuire
Diane E. Moore
Paul Newhagen*
Susan Anderson Norby*
J. Boyce and Peggy Nute
Marjorie Oda-Burns
John Osterweis*
Elsa and Neil Pering
Marion Peters and Eric Brown
Charles Peterson
Joyce S. Ratner
Angele Rice*
Helen and Allan Ridley*
Dennis Roberts*
Randall and Kristine Schwabacher*
Paul D. Shaft*
Barbara Shilling and Richard Carr
Patricia and Robert Sparacino
Ann Hoch Stedler
David Sundstrom and Ryoko Koga *
Mary Ellen Sweeny*
Moshuet Tam

William Tellini*
Ama Torrance
Jan Vannatta*
Karlette Warner and Ward Hoffman
Steven White
Claire Whitmer and Bob Stevens*
Linda Williams*
Bernard Wolf
Ruthann Yager*
Christine C. Young*
Anonymous

** New Leadership Circle member*

INSTITUTIONAL FUNDERS

Private and Corporate Foundations
(\$10,000+)
The Hugh Stuart Charitable Trust
The Bob Ross Foundation
Sakana Foundation
William and Flora Hewlett Foundation
The Bernard Osher Foundation
The Charles and Frances K Field Fund
The Prairie Foundation

Legacy Society
Linda White Burton
Barbara Duffy
Stuart Paul Hunter
Mary Kay Kane
Ruth Evelyn Miller
Neil and Elsa Pering
Ilia and Timothy Smith
Anonymous



Classical California KDFC Hosts



Alan Chapman



Brian Lauritzen



Brisa Siegel



Dianne Nicolini



Jeff Freymann



Jennifer Miller Hammel



John Van Driel



Lara Downes



Maggie Clennon Reberg



Rich Capparella



Rik Malone



Robin Pressman

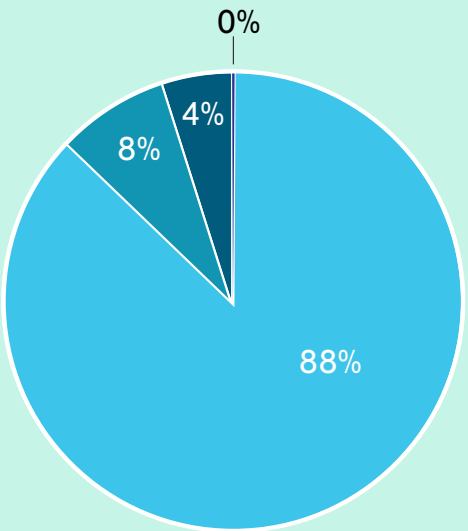


Solomon Reynolds



Suraj Partha

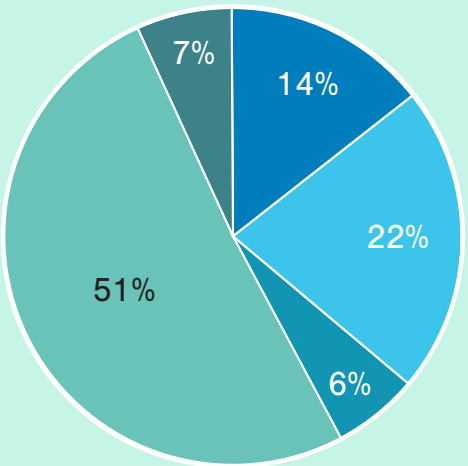
Fiscal Year 2023 Overview



- Development
- Underwriting/Sponsorship
- Government Funding
- Other

Classical California KDFC Operating Revenue

Development	\$7,741,988
Underwriting/Sponsorship	\$697,601
Government Funding.....	\$380,365
Other.....	\$22,810
TOTAL.....	\$8,842,764



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

Classical California KDFC Operating Expenses

Operations.....	\$903,965
Development	\$1,368,517
Underwriting/Sponsorship	\$370,815
Content/Engineering	\$4,175,705
Administration	\$428,789
TOTAL ...	\$7,247,791

Classical California KDFC’s most recent independent auditor’s report conducted by PricewaterhouseCoopers International Limited can be found on our website:
<https://www.kdfc.com/culture/our-mission/audited-financials/>



Classical California KDFC Senior Leadership



James A. Muhammad
President,
Classical California



Minnie Prince
Chief Philanthropic
and Community
Development Officer
Classical California



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



Justin Collard
Chief Technology
Officer
Classical California



Mark Steinmetz
Vice President,
Content
Classical California



Daniel Sy
Senior Business
Officer
Classical California

Classical California KDFC 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 for USC Radio and helping with fundraising efforts.

- | | |
|----------------|---------------------|
| Gary Clouse | Valerie Imhoff |
| Frank Cruz | Chuck Jones |
| Corey Field | Natalie Klein |
| Sam Garrison | John Osterweis |
| Mieko Hatano | Frederica von Stade |
| Cynthia Hersey | Lee Walcott |



Nurturing a love of classical music for all
KDFC.com

