

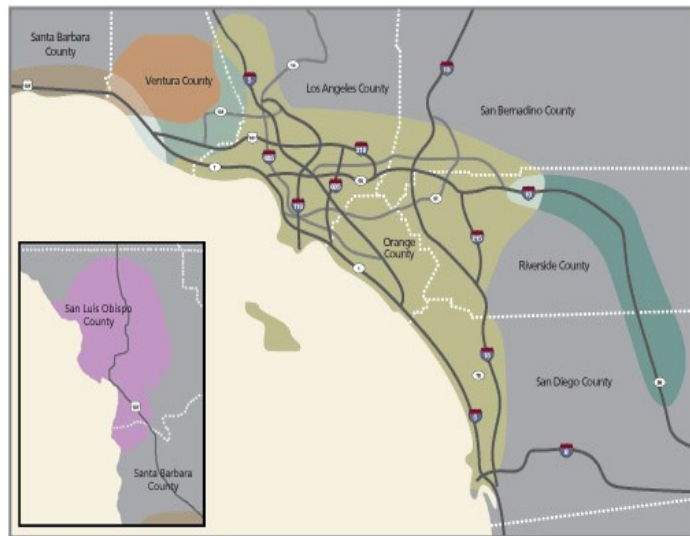
KUSC

ANNUAL REPORT

2013-2014

Map of Classical KUSC Coverage

KUSC's Classical Public Radio can be heard in 7 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 KPSC in Palm Springs; 91.1 KDSC in Thousand Oaks; 93.7 KDB in Santa Barbara and 99.7 in Morro Bay/San Luis Obispo.



KUSC Mission



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

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Letter From USC Radio

When I came to USC Radio almost 17 years ago the Coachella Valley was the only area served by KUSC that had only one classical station. By 2013, so many classical stations had changed format that Santa Barbara was the only community in the United States still served by two full-time FM classical stations. Now KUSC is operating the only classical station in Santa Barbara.

Last fall the Santa Barbara Foundation announced that it would sell its commercial classical station, KDB. The Foundation was losing money operating it, and could no longer afford to do so. They insisted, however, that KDB continue to be operated as a classical station. Other public broadcasters were interested in purchasing the station, but they did not want to run it as a classical station. These stations came to us and asked if we would be willing to swap our Santa Barbara station, KQSC, for KDB; this way, KDB could stay classical, and they could broadcast news and other content on the former KQSC. Since the coverage areas and the transmitter facilities of the two stations were comparable we agreed to an even trade.

The Santa Barbara Foundation chose the proposal presented by KCRW, and we have worked closely with our sister station in Santa Monica on the transition. KDB aired numerous local concert broadcasts and offered concert calendar listings. We are grateful to the Santa Barbara Foundation for its support in helping us develop the capacity to assume this important work. We have been meeting with arts organizations and KDB advertisers, and we are forming a Santa Barbara advisory board to help us with the transition. We have served Santa Barbara

and covered the arts in the community for decades. We look forward to becoming more involved in our new role as the only classical station serving the area.

None of us should jump to the conclusion that the decline of commercial classical stations is a sign that classical music is reaching a smaller audience. This is much more about the economics of radio than it is about classical music. In the commercial radio business revenue comes from advertisers. Advertisers in general are targeting younger consumers (those under 45). That was not always the case but it is now. Classical radio has historically attracted people fifty and older, making it difficult for commercial classical stations to attract advertising revenue.

The other major factor that has decreased the number of commercial classical stations is telecommunications deregulation, which caused the price of radio stations to skyrocket beginning in the late 1990s. Many stations across the country that had traditionally been programmed as commercial classical stations were sold at extremely high prices. This occurred because demand for radio stations exploded as a few of the smaller radio companies vied to own the most stations nationwide. Because they were paying prices many times higher than cash flow, the new owners had to shift to a format more appealing to advertisers to earn enough to cover both debt and operating expenses.

These developments in commercial radio have mostly served to transition classical radio from commercial operators to noncommercial (nonprofit or public)

President, Brenda Barnes



operators. Since listener support is the primary revenue source for public radio stations, and since there are plenty of people who love classical music enough to make voluntary contributions, classical music is in the best possible hands with you and us. And since we are focused on mission, not profit margin, we have a broader base of activities that go beyond providing high quality classical music 24/7.

One highlight of the year was working with the Pacific Symphony and the national program *From the Top*, which showcases and profiles young musicians. We sponsored a high school choir competition entered by twenty-four choirs throughout Southern California. The winner was selected by expert judges informed by online voting. More than 30,000 votes were cast, and the winner was heard on *From the Top* in a performance recorded at the Renee and Henry Segerstrom Concert Hall in Orange County. Congratulations to our winner, the La Canada High School Chamber Singers, and the two runners-up, the Mira Costa High School Vocal Ensemble of Manhattan Beach, and the Tesoro High School Madrigals Choir of Las Flores in Orange County.

In November, KUSC won another Los Angeles Press Club national first place award, this time for creating the year's best radio feature "The Rite of Spring Turns 100." Gail Eichenthal, Brian Lauritzen, Kelsey McConnell and Mark Hatwan all contributed to the winning feature. The judge said about the feature, "Taking an in-depth approach, Gail Eichenthal orchestrates an insightful look at the history of Stravinsky's *Rite of Spring*, with the support of knowledgeable voices like other conductors and a German

DJ." Kenneth Turan, who contributes film reviews regularly to *Arts Alive*, received the Luminary Award for Career Achievement for his "insightful and influential movie reviews as well as honoring his outstanding work for NPR and KUSC.

We continue to be proud of the work we do to advocate for the arts community, and this year we convened a group of arts leaders to discuss their current needs and challenges. They told us that the most important needs of their organizations are increased funding, more awareness of the events they create and the work they do, and increased audience. They also think more collaboration among arts organizations would be beneficial, and they want to find ways to diversify audiences for the arts. We will continue to raise awareness of the many wonderful arts events available in Southern California to help increase audience for these events and funding for the organizations that create them.

Without you none of the achievements outlined above would have been possible. Thank you so much for the faith and confidence you place in KUSC by being an all-important financial supporter. Please let us know if you have questions or thoughts about anything you read in this report.

A handwritten signature in dark ink that reads "Brenda Barnes". The signature is written in a cursive, flowing style.

President, USC Radio

USC Radio Vice President

Bill Lueth



Bill oversees programming and underwriting sales at KUSC, and is the President of our sister station KDFC in San Francisco.

A former opera singer, Bill has been in the radio business as announcer, programmer, and manager in multiple formats for over 25 years. With a special emphasis on classical, his stations have won numerous national awards including Best Classical Station twice, and Excellence in Community Service twice by the National Association of Broadcasters.

Bill believes in vibrant, interactive, local radio. He has been a leader in the classical radio world nationally for many years and is a member of the national Public Radio Program Directors Board.

KUSC Programming Team

As the Assistant Program Director, Kelsey works on projects that help strengthen the relationship between KUSC, our growing audience, and the arts community. Kelsey manages many of the ways we use to help our listeners feel that KUSC is really *their* classical station. From theme weeks like the Musical Mystery Tour, to working with our arts partners on SoCal Sunday Night and Arts Alive, to keeping listeners informed and excited about the station with the bi-monthly e-newsletter and monthly Members Guide



Kelsey McConnell
Assistant Program Director



Mark Hatwan
Programming Engineer

KUSC Programming

On-Air Announcers

Dennis Bartel

Weekday morning host Monday-Friday 6 a.m. to 9 a.m. and Sundays from 1 p.m. to 6 p.m. Dennis is a thirty-year veteran broadcaster, having served in Washington, D.C., Baltimore, and in Pittsburgh. Dennis began his broadcast career in his native Los Angeles as morning host at KUSC in late 1970s, when he also produced a celebrated series of hour-long documentaries on California writers. Dennis is also an accomplished writer, having published hundreds of articles, stories and essays with such enterprises as *Harper's*, *Time-Life*, *Doubleday*, and others. Dennis and his wife Erin are parents to four children.



Rich Capparella

Host weekdays 4 p.m. to 7 p.m., Saturdays at noon to 5 p.m. and Pacific Symphony Broadcasts. In 1972 an employment counselor asked Rich Capparella, "If you could be anything in the world, what would you be?" Without hesitation he replied, "A classical music radio announcer!" Today Rich is one of the best-known classical music radio personalities in the United States. He also has a recording company, "Cardiff Studios", produces commercials and programming for U.S. arts organizations, including the Chicago Symphony Orchestra and the Indianapolis Symphony Orchestra. He's an active lead singer and guitarist with a four-piece cover rock band, "Otherwise Normal". Rich and his wife Marcia, a private school administrator, live in Santa Monica, California.



Alan Chapman

Can be heard weekdays at 9 a.m. - 1 p.m. and is also the host and producer of two weekend programs: *Modern Times* and *Thornton Center Stage*. He has a Ph.D. in music theory from Yale University. He is currently a member of the music theory faculty of the Colburn Conservatory. Well known as a pre-concert lecturer, Alan has been a regular speaker on the L.A. Philharmonic's "Upbeat Live" series since its inception in 1984. He also works closely with the Los Angeles Master Chorale, Los Angeles Opera and Pacific Symphony. His lectures have been presented by virtually every major performing organization in southern California. He is heard globally as programmer and host of the inflight classical channel on Delta Airlines. Alan is also active as a composer/lyricist.



Gail Eichenthal

Executive Producer of KUSC and our sister station in San Francisco, KDFC. For both stations, she oversees arts coverage, concert broadcasts, and live productions. She is also the Executive Producer of *Arts Alive*, *LA Opera on Air*, and the *LA Philharmonic* radio broadcasts. After more or less growing up at KUSC in the late 1970's and 80's, Gail rejoined the KUSC staff in 2005 following an absence of 16 years, during which she pursued a broadcast news career. Gail has also published articles for the *LA Times Calendar*, *LA Times Sunday Magazine*, and *Symphony Magazine*.



Brian Lauritzen

The afternoon weekday host on Classical KUSC at 1 p.m. to 4 p.m. He also hosts KUSC's arts news magazine *Arts Alive*, Saturdays at 8:00 a.m., and the nationally-syndicated broadcasts of the *LA Philharmonic*. His work has been broadcast internationally by NPR, American Public Media, and the WFMT Radio Network. During his tenure at Classical KUSC, Brian has interviewed dozens of top classical musicians and artists. Among them, Gustavo Dudamel, Itzhak Perlman, Dawn Upshaw, Valery Gergiev, Placido Domingo, John Adams, Pierre Boulez, and many others. Brian is also the host of several critically acclaimed podcasts. Among them: *Behind the Curtain at LA Opera* and the *LA Chamber Orchestra* podcasts.



Duff Murphy

On Saturday mornings 9:00 - 12:00 noon, busy Los Angeles attorney Duff Murphy trades depositions for divas and other things operatic as host of Classical KUSC's popular "Opera Show." The erudite and enthusiastic world class opera fan has been presenting opera on Los Angeles radio for many years, having joined Classical KUSC in 1994. During the Metropolitan Opera's December to April season, he introduces opera's historic performances and colorful personages; and during the Met's off-season he features favorites among composers, conductors and artists. Recognizing that operatic music spans generations, continents and centuries, Murphy imbues each program with a range of musical historical experience, often creating programs around specific themes.



Jim Svejda

Host of the evening program from 7 p.m. to midnight, always commencing with his signature opening, the third movement of Martinu's *Piano Quartet #1*. He is also host and producer of the syndicated radio series "The Record Shelf", which is carried by public radio stations across the nation. It's also heard on KUSC on Sunday evenings, from 10 p.m. to 11 p.m. Although Jim is one of the most respected, critical voices in the classical music field, he also is one of the most entertaining and popular program hosts on public radio. Since 1979, he has delighted Classical KUSC listeners with his witty, meticulously crafted essays on diverse composers, conductors and artists -- as well as his commentary on a wide range of other subjects that attract his musical fancy.



Jamie Paisley

Host on KUSC from 6 a.m. to 8 a.m. on Saturdays and also serves as the station's Music Director. Jamie began his radio career while studying Classical Vocal Education at Ithaca College in Central New York. Jamie is a core member of the Santa Monica choral ensemble *Cantori Domino* and on his spare time can usually be found at the New Beverly or American Cinematheque indulging his other love: film.



Programming On-Air Promotions

On-Air Promotions

KUSC found new ways to engage and delight listeners this year with several special (and popular!) on-air promotions.

The Great Movie Music Countdown

In the week leading up to the Academy Awards, KUSC aired *The Great Movie Music Countdown*, playing the movie scores our listeners said were their absolute favorites, plus pieces of classical music that have been famously used in film. Here are the top five scores, as voted on by KUSC listeners:

- No. 1 *Star Wars* by John Williams
- No. 2 *Somewhere in Time* by John Barry
- No. 3 (tie) *Lawrence of Arabia* by Maurice Jarre
- No. 3 (tie) *Doctor Zhivago* by Maurice Jarre
- No. 5 *Out of Africa* by John Barry

The KUSC Composer's Cup

In the spring, we debuted *The KUSC Composer's Cup*, where we put composers in head-to-head battles using a March Madness-like bracket and asked our listeners to vote for the winner. Over 38,000 votes were cast during the Cup and it came down to Beethoven VS Mozart in the final match-up. So who took home the top honor? Beethoven!

Off to School/Summer

Vacation Request

Just in time to welcome our littlest listeners back to school, Dennis launched the *Off-To-School Request* in 2013. Dennis invites children, parents, grandparents or other listeners to make a special request for the trip to school and picks one to play at 7:15AM. During the Summer, Dennis kept the fun going with a *Summer Vacation Request*.

KUSC at the Beach

Rich Capparella launched *KUSC at the Beach* in August 2013. Rich hosts the Friday show from his home studio near the sparkling Pacific Ocean and helps listeners get into a weekend state of mind.

My philosophy for the program is that you've given enough for the week. Starting at 4 p.m., we begin your weekend for you with loads of ideas about things to do over the next couple of days (many concerts mentioned are free) and we even try to slip in a request every hour. The vibe is relaxed and easy. Very informal and, with luck, relaxing.

- Rich Capparella

The KUSC Musical Mystery Tour

We jump-started summer vacation season with *The KUSC Musical Mystery Tour*, using classical music to travel the globe. For two weeks in June, we began every hour with a verbal and musical clue to where we were going that hour. Then we revealed our location and played more music inspired by the world's most popular and exotic vacation destinations.

Here's what some KUSC listeners said about our 2013-14 promotions:

—The KUSC Composer's Cup is a fantastic concept, in my opinion. I have voted in every round and am eager to see who wins in the Final! It sounds like this "composer's competition" has been a major success.

—I just wanted to thank everyone involved with the Composer's Cup contest going on now. It really has been a lot of fun, but the best part of this contest is that we have been able to hear some of the most beautiful music ever composed. Thanks again for the great music and for the fun and entertainment.

—Loved, loved, loved this series of magical, musical world-wide tours!

Journalism Awards

LA Press Club's National Entertainment Journalism Awards

In November, KUSC's *Arts Alive* (Saturday at 8AM) won another Los Angeles Press Club national first place award, this time for creating the year's best radio feature, *The Rite of Spring Turns 100*. It was a team effort on behalf of *Arts Alive* and explored the legacy of Igor Stravinsky's *The Rite of Spring* using interviews with conductors Gustavo Dudamel, Esa-Pekka Salonen, Michael Tilson Thomas and John Mauceri; plus a conversation with DJ Stefan Goldmann, who edited more than a dozen different performances of the work into a single piece.

Here's what one judge said about the feature:

"Taking an in-depth approach, Gail Eichenthal orchestrates an insightful look at the history of Stravinsky's Rite of Spring, with the support of knowledgeable voices like other conductors and a German DJ."

"If you missed The Rite of Spring Turns 100, give it a listen at KUSC's SoundCloud page: <https://soundcloud.com/arts-alive/the-rite-of-spring-turns-100>"

Another familiar voice was honored at the 2013 awards: Kenneth Turan, who contributes film reviews to *Arts Alive*, received the Luminary Award for Career Achievement for "his insightful and influential movie reviews," and to recognize his outstanding work for NPR and KUSC.

KUSC Local Vocals High School Choir Sing-Off

KUSC joined forces with the national radio program *From the Top* to feature top teen choral talent from across Southern California with the *Local Vocals High School Choir Sing-Off*. We invited high school choirs from throughout our coverage area to send in a performance video and asked listeners to vote for their favorites. Twenty-four choirs participate in round one and after tallying the results from approximately 27,000 votes, KUSC announced the three finalists: Mira Costa High School Vocal Ensemble, La Cañada High School Chamber Singers, and Tesoro High School Madrigals. After more voting and a review by our panel of *From the Top* judges, La Cañada High School Chamber Singers was named the winner. They got to perform at a live taping of *From the Top* at the Segerstrom Center for the Arts in Costa Mesa on January 18, 2014, and that concert was later part of *From the Top's* national broadcast series.

KUSC Weekly and Holiday Programs

Weekly Broadcast Shows

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

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

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

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

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

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

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

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

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

Holiday Broadcast Shows

- **Chanukkah Lights with Jim Svejda**, our annual Chanukkah program, featuring *The Chanukkah Story* with Leonard Nimoy and the Western Wind vocal ensemble, and Handel's *Judas Maccabeus* conducted by Sir Charles Mackerras.
- **A Festival of Nine Lessons and Carols**, KUSC's traditional live broadcast of the beloved 30-voice King's College Choir performing their legendary annual service of music and Biblical readings at Cambridge University.
- **Los Angeles Master Chorale: A Festival of Carols**, songs of the season performed by one of the world's great choruses in traditional and dynamic new arrangements.
- **KUSC's New Year's Eve Bash**, this 7-hour program is our yearly exercise in mirth and mayhem hosted by, who else, Jim Svejda

Special Programming Productions

Live Broadcast Specials

- *Saturday, September 21, 2013: LA Opera Season Opening production*, Bizet's *Carmen* starring mezzo-soprano Patricia Bardon in the title role and tenor Brandon Jovanovich as Don Jose. Conducted by LA Opera General Director Placido Domingo. KUSC's broadcast was co-hosted by Duff Murphy and Brian Lauritzen.
- *Saturday, October 6, 2013: Walt Disney Concert Hall 10th Anniversary Live Celebration*. Gustavo Dudamel conducted and pianist Yefim Bronfman was the soloist in the Tchaikovsky Piano Concerto. Also on the program, the world premiere of a LA Phil commission, *Shing Kham* by Peter Lieberson. KUSC's broadcast was hosted by Gail Eichenthal.

Opera on KUSC

- Twenty-three broadcasts from **The Metropolitan Opera**. The operas aired from December 2013 to May 2014.
- Six productions of **LA Opera On Air**. The operas aired from May 17, 2014 to June 21, 2014 and were hosted by Duff Murphy.

Other Broadcast Specials from

July 2013 to June 2014:

- Four **La Jolla SummerFest** concerts, chamber music concerts from one of the West Coast's most prestigious summer festivals, aired each Sunday in July 2013.
- Ten concert broadcasts of the **Los Angeles Philharmonic at the Hollywood Bowl**. Concerts aired August 2013 through October 2013; produced and hosted by Brian Lauritzen.
- Eight concerts from the **Los Angeles Chamber Orchestra** aired from October 2013 to December 2013; hosted by Gail Eichenthal
- Seven concert broadcasts from the **Los Angeles Master Chorale**, aired from December 2013 to January 2014; hosted by Alan Chapman
- Twelve **Pacific Symphony** concerts: seven from February 9, 2014 to March 23, 2014 (five more aired from July 6, 2014 to August 3, 2014); hosted by Rich Capparella.
- Thirteen concert broadcasts of the **Los Angeles Philharmonic at Disney Hall** from March 2014 through June 2014; produced and hosted by Brian Lauritzen
- **iPalpiti Festival of International Laureates'** 2013 Grand Finale concert broadcast on KUSC June 29, 2014 and hosted by Dennis Bartel.

KUSC Online and Touring with the Los Angeles Philharmonic

Follow Us, Friend Us, Find us on

SoundCloud

KUSC uses social media (like Facebook, Twitter and KUSC's blogs) to engage with our community of listeners and shine a spotlight on programming, events or artists that we think will be of special interest to fans of the station. *Arts Alive* also uses an audio sharing platform called *SoundCloud* (<https://soundcloud.com/arts-alive>) to host a selection of individual *Arts Alive* features, making them available on-demand for anyone with an internet connection. By taking advantage of social media, KUSC is able to deepen our relationships with listeners, expand the reach of the station, and, sometimes, just have a little fun.

Facebook: We picked up 8,000 new Facebook fans in the past year and now over 19,000 people "Like" KUSC on Facebook. KUSC's Facebook page is a lively place where KUSC hosts interact with listeners, highlight upcoming programming, post fun facts or moving stories from the world of classical music and share the occasional video of a cat playing the piano. And of course, Facebook is where Alan Chapman posts his daily, irreverent "Pictorial Clues," which prompted one Facebook follower to comment, "Thank you so much for the picture games. As much fun as it is to figure out the clues, just reading the comments can get the day going with a smile."

Twitter: More than 8,050 people "Follow" @ClassicalKUSC on **Twitter** to keep up with

what's going on at the station and learn more about the arts news stories that we're following.

You can also follow many of our on-air personalities on Twitter:

Alan Chapman @Stravinskyite

Brian Lauritzen @BrianKUSC

Dennis Bartel @DennisBartel

Gail Eichenthal @KUSCGail

Jamie Paisley @JamiePaisley

On Tour with the Los Angeles

Philharmonic

Brian Lauritzen traveled to Boston to meet the LA Philharmonic on the final leg of their North American tour in March of this year. For this last



stop, the Phil brought some special guests along: young musicians from Youth Orchestra L A . Brian

reported for the KUSC blog and for *Arts Alive* as the young musicians visited several nucleos of El Sistema USA in Boston and traded notes with the great cellist Yo-Yo Ma.



KUSC Interactive

KUSC Interactive Team



Chris Mendez
Web Designer



Tim Herscovitch
Interactive
Lead Content

KUSC Interactive is the new media arm of Classical KUSC, dedicated to helping listeners discover music through new media. The team has just released a new version of Classical KUSC for iPhone and iPad. Additionally, KUSC Interactive was recently recognized with accolades from both SXSW Interactive as well as the International Academy of Digital Arts and Sciences.



No matter where you are in the world, you can listen to the Classical KUSC broadcast on your iPhone or iPad. Version 4.0 is not only designed for Apple iOS 7, but also introduces several new and exciting features such as a photo gallery, alarm clock, and sleep timer.

As a Classical KUSC mobile listener, you can view gorgeous photographs of both modern and

vintage-era Los Angeles while enjoying the broadcast.

The radio app update also comes with a slew of new features to enhance your listening experience. A built-in alarm clock allows you to wake up to KUSC each morning or set a sleep timer to enjoy a few more minutes of music before nodding off. Finally, if you hear a piece you especially like, you can bookmark it for later exploration.



KUSC Underwriting

Underwriting Team



Abe Shefa
General Sales
Manager/Director
Corporate Affairs



Shauna Der
Senior Account
Executive

KUSC Classic Events

KUSC Classic Events have provided KUSC members a chance to experience exceptional arts events throughout Southern California. By partnering with many Southern California arts sponsors, KUSC members have enjoyed exquisite and memorable evenings of arts entertainment. The selection of venues for Classic Events include the quality of the experience, the space, and high quality of staff and service. Classic event ticket giveaways as well as other ticket offers are available through our e-news letter and website home page. To be added to this list, log on to www.kusc.org.



Here is a look back at the 2013-14 KUSC Classic Events:

September

Conrad Tao Plays Rachmaninoff No.3
Pacific Symphony, Segerstrom Center

October

Haydn: Cello Concerto, Los Angeles Chamber
Orchestra, Ambassador Theatre

November

Irish Chamber Orchestra, Pacific Symphony
Orchestra, Renee & Henry Segerstrom Center

December

Holiday Candlelight, Pasadena Symphony, All
Saints Church

January

Bach B Minor Mass, Los Angeles Master Chorale,
Disney Concert Hall

February

Bill Budd, Los Angeles Opera, Dorothy Chandler
Simón Bolívar Symphony Orchestra of
Venezuela, Los Angeles Philharmonia, Disney
Hall

March

Les Ballets de Monte Carlo, Segerstrom Center
Haifa Symphony Orchestra, Valley Performing
Arts Center, Cal State Northridge

April

Midsummer Night's Dream, The Broad Stage

May

Philip Glass, CAP UCLA, Royce Hall

June

Ojai Music Festival, Libbey Bowl

Corporate Sponsors

As a corporate sponsor of Classical KUSC, your message reaches over 738,000 of the most affluent and educated listeners in Southern California. For information on becoming a KUSC corporate sponsor, contact Abe Shefa at 213-225-7450 or ashefa@kusc.org.



SONY PICTURES CLASSICS



KUSC Engineering

Engineering/Operations Team



Ron Thompson
Director of Engineering



Steve Coghil
Director of Operations



Steve Sevy
Operations Coordinator



Bill Kappelman
Director of Compliance



Craig Saunders
IT Director

Engineering Highlights



- **KPSC:** The Palm Springs tower and transmitter at Edom Hill in Palm Desert. Palm Springs was completely rebuilt and is now fully functional. The tower fell the previous summer after a wind storm. The tower is shared with KDES-FM. We worked with KDES's engineer to coordinate repairs to the tower and transmit antennae. 88.5 operated with temporary facilities during the interim, but we're now on the air again at full power and with a new transmission system.

- This last winter, we partially lost easy maintenance access to KUSC's Mt Wilson tower site due to a rock slide that blocked the access road in the Angeles Forest. We managed to keep a strong signal on the air in Los Angeles on 91.5 for the two



month period where a large boulder blocked the road.

- We have been working to bring "Now Playing" data to our outlying stations in Santa Barbara and Thousand Oaks. Listener radios that are equipment with Radio Broadcast Data display features or HD Radio are capable of displaying title and composer information. We intend to continue to work to enable this capability on all of KUSC's Southern California signals.



our leased tower site-mountain top locations in Southern California. We've coordinated safety inspections on our Mt. Wilson tower, equipment cooling maintenance and equipment shelter roof maintenance at our Ojai-Thousand Oaks tower site and numerous routine electronic repairs to our transmission equipment throughout Southern and Central California.

- In Santa Barbara, KUSC's Engineering has been working on the technical planning for the swap of KQSC-FM and KDB-FM at Gibraltar Peak. This involves a lot of project planning and a move in to the existing KDB building and tower. We expect to reconfigure the existing KDB system for KUSC needs.
- **Mt Wilson, Angeles Forest:** We're preparing to retire KUSC's #2 transmitter. Final technical plans are underway and installation of a new trans-mitter should commence by end of summer. The Parsons Foundation has generously provided key funding for this project.



KUSC Administration



Eric DeWeese
Executive Administrator



Rina Romero
Senior Business



Jessica Jimenez
Budget Coordinator

External Marketing



The LA Times Book Festival was held on the weekend of April 12 and 13, 2014, hosted by USC. Authors discussed common themes, storytellers entertained and there were many performances for children. The event attracted more than 150,000 book lovers. It was Classical KUSC's third year participating at the Festival. Eric DeWeese, Jamie Paisley, Dennis Bartel, and Gail Eichenthal enjoyed greeting KUSC members and listeners.



USC Radio Board of Councilors

William E.B. Siart (Board Chair)

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

Lee Walcott

Vice-president and managing director of the Ahmanson Foundation from 1987 until his retirement in March 2008. Marlborough School director of upper school, chair of the Fine Arts Department, and instructor of arts history Campbell Hall School in North Hollywood. Former trustee of Marlborough School, current trustee of Campbell Hall School, membership and advisory boards of UCLA William Andrews Clark Memorial Library and UCLA's Centers for Medieval and Renaissance Studies and 17th and 18th Century Studies.

Martha Welborne

Martha Welborne is the Chief Planning Officer for the Los Angeles County Metropolitan Transportation Authority. In this role, she leads a staff of over 200 in planning the long-range future of transportation in the County, including the design and environmental review of twelve new transit corridors approved by County voters in 2008. She also oversees Metro's real estate department, regional capital development activities, the management of all grants, and she oversees a variety of strategic initiatives such as the Master Plan of the historic Union Station property. She holds two Masters degrees from MIT, was a Loeb Fellow at Harvard University, and is a Fellow of the American Institute of Architects. She is also a Past-President of the Los Angeles Chapter of the American Institute of Architects. She has also served on the Board of Councilors of USC's School of Architecture.

Robert Abeles, Jr.

Senior Vice President, Finance, and Chief Financial Officer at the University of Southern California. He oversees a wide variety of financial functions including budgeting and planning, the treasury department, the university comptroller, financial and business services, facilities management services, and capital construction. 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, is a member of the board of trustees for Flintridge Preparatory School in La Canada, California and is a director of Western Asset Funds, Inc. in Pasadena, California.

Frank H. Cruz

President of Cruz and Associates, a financial consulting firm he founded in 1995. Former chairman and director of the Corporation for Public Broadcasting. 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. Chairman emeritus of the California Institute for Federal Policy Research. Board of directors of Health Net, the James Irvine Foundation, and the Fred Friendly Seminars at Columbia University. He has served on the USC Board of Trustees since 1999.

Thomas S. Sayles

Senior Vice President, University Relations for the University of Southern California. He provides strategic direction and leadership for USC's government and public relations, outreach and reputation. In 2013, he was appointed to the Los Angeles 2020 Commission, a private and independent commission that was asked to study and report on fiscal stability and job growth in Los Angeles. The Commission issued two reports. The first set for the challenges and opportunities Los Angeles faced and the second put forth concrete measures which, if adopted, would put Los Angeles on a path toward fiscal stability and renewed job creation. He also has been appointed by three different California governors to serve on boards and commissions, including the University of California Board of Regents and the California Community Colleges Board of Trustees. He currently is a member of the board of directors of Unified Grocers, the largest buying cooperative for Independent grocers in the Western United States.

Tours with KUSC



My Kind of Town, Chicago Is!

KUSC afternoon host Brian Lauritzen and Director of Development Minnie Prince led a weeklong tour to Chicago, the Windy City, September 30 to October 6, 2013.

Our 27 KUSC members were treated to a first class experience which included a concert performance by the Chicago Symphony Orchestra of Verdi's *Macbeth*, led by Riccardo Muti, and the Gala Opening Night of the Chicago Lyric Opera's performance of *Otello*. Russian maestro Valery Gergiev brought his own Mariinsky Theatre Orchestra to Chicago for a rare program of Stravinsky's three masterpieces for ballet, *The Rite of Spring*, celebrating, *The Firebird*, and *Petroushka*.

Since Chicago is justly famed for its architecture, and great food, the group was treated to three special tours coordinated by The Chicago Architecture Foundation, which included a boat ride on the Chicago River, a coach trip through the city and a trolley ride to Oak Park to view the work of Frank Lloyd Wright. The group enjoyed fine dining at some of the city's best restaurants and sampled a variety of Chicago's fabulous ethnic foods.

During the amazing Chicago adventure, the group spent six nights at the opulent Palmer House, the city's longtime jewel and the country's longest continually operating hotel, rebuilt two years after the Great Chicago Fire of 1871. The commentary of Classical KUSC's



Brian Lauritzen enhanced the concerts, and our group enjoyed free time shopping the "Mag Mile" and exploring the windy city.

Spring Festivals in Germany!

Classical KUSC host, Rich Capparella and Director of Development Minnie Prince, tagged along with 26 exuberant KUSC members on a fabulous 10-day tour of two major music festivals the Baden-Baden Easter Festival and Berlin Festival Days, April 11-21, 2014.

Two giants of the Los Angeles music scene past and present performed: Placido Domingo who sang the title role of Verdi's *Simon Boccanegra* in Berlin, and Zubin Mehta who conducted the mighty Berlin Philharmonic in Baden-Baden.



The Bavarian town of Baden-Baden was the first stop on this German adventure. This town, located in the foothills of the Black Forest, was once known as Europe's great watering hole for the rich in the 19th century and remains elegant and picturesque today.

We traveled onto Berlin, one of the most exciting cities in Europe where we heard the Berlin State Opera and its fine orchestra, the Staatskapelle Berlin led by Daniel Barenboim. The Maestro conducted *Boccanegra* plus an orchestral concert including the rarely heard *Requiem* of Max Reger, with Mr. Domingo as soloist, Barenboim was also joined by the legendary Martha Argerich in a duopiano recital.

The group made excursions to Strasbourg, France, home of the European Parliament and a magnificent cathedral; the great medieval university town of Heidelberg; and Frederick the Great's palace at Sanssouci outside Berlin. Residence at five-star Hotels in Baden-Baden and Berlin, fine dining and concert commentary of KUSC's Rich Capparella completed this extraordinary trip!

KUSC plans two tours per year—one during the fall and one internationally in the Spring. Tours are limited to a maximum of 25 travelers. If you are interested in receiving information regarding KUSC Tours, call 213-225-7400.

KUSC Development

Development Team



Minnie Prince
Director of Development



Nicole Coe
Gift Processing
Manager



Jaime Cisneros
Database
Administrator



Susannah Hutchison
Gift Processing
Coordinator



Lilly Lau
Development
Coordinator



Dana Owens
Development
Customer Service
Coordinator

During 2013-14, KUSC generated the majority of its operating revenue thanks to the generous support of more than 40,000 members. Individual donations from listeners accounted for 70% of the station's operating budget.

KUSC development has been searching for programs that would make it easier for members to contribute. Last year, KUSC's focus on its new sustainer program netted over 1,000 new sustaining members. We now have over 8,500 members who have agreed to support KUSC indefinitely. Thanks to the support of our sustaining members and new members, our membership continues to grow at a steady and consistent pace.

Along with growing our sustainer program last year, we launched specialized customer service programs to provide you with the best experience possible. We enhanced our Car Donation program by establishing a concierge to assist members that donate vehicles.

We remain very humbled by the generous support of you and our listeners provided because you believe in the service that we provide. It is because of this support that great classical music has a place on the radio at KUSC.



Leadership Circle

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

(List includes members as of September 16, 2014)

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

Anonymous (3)
 Audrey Steele Burnand
 Colburn Foundation
 Arthur J. Geoffrion and Herman H.
 Hamer Memorial Fund
 Helen and Rob McMillin
 Ronus Foundation

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

Anonymous (3)
 Herb Alpert Foundation
 Louise Grant Garland
 The Norris Foundation
 Christine Marie Ofiesh
 Flora L. Thornton Foundation

General Manager's Circle (\$5,000—\$9,999)

Anonymous (5)
 Dan Alvy
 The Alec Baldwin Foundation
 Sara and Robert Cannon
 Bonnie and Frank Cruz
 Jane Driscoll
 DUNARD FUND USA, LTD
 Lois & Robert F. Erburu
 Gerald Franklin
 Nancy and Jonathan Goodson
 Barbara Grenell
 The Negaunee Foundation
 Gretchen and Randy Newman
 The Don Yoder Foundation

Producer's Circle (\$2,500—\$4,999)

Anonymous (52)
 Mr. and Mrs. Robert Abeles

Producer's Circle continued

Robert and Melissa Alvarado
 Gwen and Guilford Babcock
 Brenda and Bill Barnes
 Karen and George Bayz
 Eve Bernstein
 Linda Lee Bukowski
 Keith and Carole Campbell
 Bobby and Krishna Daly
 John and Priscilla Diamond
 Norman E. DuFort
 Breck and Georgia Eisner
 Suzanne Gemmell
 Gerald Oppenheimer Family
 Foundation
 Beth Gertmenian
 Anita Goswami and Tom Wilson
 Donald P. Gould
 Felix and Beverly Grossman
 Frances Hamilton White Donor
 Advised Fund at the Rancho Santa Fe
 Foundation
 Mr. and Mrs. Bobby K. Hanada
 Renu Bhat-Hansen & Alex Hansen
 Christine P. and William R. Harper
 John Haut
 The Hollywood Foreign Press
 Association [HFPA-Golden Globes]
 Charlotte Hughes and
 Christopher Combs
 Barbara Jury
 Mark Kadzielski, Esq.
 Louise D. Kasch
 Harry & Mayte Kilpatrick
 Carolyn and Charles Knobler
 Linda and William Krantz
 John Kusmiersky
 Michael Leppen
 Barbara and Gerald Levey
 Lillian P. Lovelace
 Sharon and Daniel Lowenstein

Producer's Circle continued

Heather MacDonald
 Marilyn Magid
 Royd Mahowald
 Estelle Markowitz
 Buzz and Barbara McCoy
 Tom and Anne McKerr
 Armine and Vahe Meghrouni
 Jason Subotky & Anne Akiko Meyers
 Kenneth and Linda Millman
 Janice Miller
 Audrey and Courtney Moe
 Mr. and Mrs. Bengt Muthen
 James Newton Howard
 Ruth Nourafchan
 Michael R. Oppenheim
 Jean Oppenheimer
 Ornest Family Foundation
 Neal Pepper
 Peggy Phelps
 Sally Gerber Phinny
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 Jerome & Toby Rapport Foundation
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 Edward & Helen Shanbrom Family Fund
 William E.B. Siart
 Deanne & Bill Simon
 Max Stolz Jr.
 Stephen & Barbara Straub
 Joseph and Linda Svehla
 David Takata
 Don & Betsy Tarbell
 Robert D. Voit
 Beatrice Volper
 Bob and Judy Waller
 Ramona Whitney
 Marilyn Ziering

Legacy Society

KUSC honors members of the Legacy Society, dedicated donors who have made planned gifts ranging from naming KUSC in their will or trust, to making KUSC a beneficiary of a charitable gift annuity. Many of these future gifts will be used to build an endowment to ensure that future generations are able to have classical music in their lives. If you would like information regarding membership in the KUSC Legacy Society contact Minnie Prince, Director of Development at 213-225-7534 or mprince@kusc.org.

<p>Anonymous (43)</p> <p>Dr. Barbara Ackermann, LCSW</p> <p>Carleen Anderson</p> <p>Barbara & Jerry Andes</p> <p>Roman N. Anshin, M.D.</p> <p>Nancy & Jim Bailey</p> <p>Christopher D. Baker</p> <p>Brenda & Bill Barnes</p> <p>Charles N. Baron</p> <p>Terry S. Bateman</p> <p>Allen Belkind</p> <p>Herbert M. Berk</p> <p>William J. Bryan</p> <p>Mrs. H.W. Bunger</p> <p>Jeremiah & Raun Burnham</p> <p>Bobbi Chifos</p> <p>Dr. Owen G. Clayton</p> <p>Nancy Coleman-Frank</p> <p>Edward & Lisa Cook</p> <p>Caroline DeMar</p> <p>Fantasia Fairchild</p> <p>Jeff & Theresa Ferguson</p> <p>Robert S. Field</p> <p>Delaine Flacy</p> <p>Jeanette Fraser</p> <p>Ronald Fried</p>	<p>Dr. & Mrs. E. Peter Gabor</p> <p>John & Peggy Garvey</p> <p>Robert L. Glasser</p> <p>Mr. & Mrs. Howard Goetzman</p> <p>Meredith Goodwin</p> <p>Donald P. Gould</p> <p>David Grant</p> <p>Heinz Hanau</p> <p>Rod & Nancy Harvey</p> <p>Robert S. Helfman</p> <p>Scott Henderson & Martin Bray</p> <p>Annette Hochfeld</p> <p>Terrence Joseph Hughes</p> <p>Barbara Jury</p> <p>Trudy & Len Kapner</p> <p>Aleck Karis</p> <p>Steven Katz</p> <p>Nick J. Labedz</p> <p>Donald & Sharon Lafler</p> <p>Belina Lee Lazzar</p> <p>Dennis & Kathleen Lees</p> <p>William Earl Lentz</p> <p>Karl H. Loring</p> <p>Royd J. Mahowald</p> <p>Mr. Adolph Maier</p> <p>Hon. Nora Manella</p>	<p>Alison Manheim</p> <p>Susan J. Marks</p> <p>Jim Michaelis</p> <p>Les Modie</p> <p>Mike & Lorraine Mohill</p> <p>Barbara & Maury Mortensen</p> <p>Donald Brian Murphy</p> <p>Bernard & Faye Pipkin</p> <p>Ernest & Anne Prokopovych</p> <p>Florence Ridley</p> <p>Francis D. Ripish</p> <p>In Memory of Charles Simon Sarkas</p> <p>Barbara & Ronald Schonfeld</p> <p>June Smith</p> <p>Max Stolz, Jr.</p> <p>Harvey and Evelyn Stone</p> <p>Joseph & Linda Svehla</p> <p>Robert Thurm</p> <p>Craig & Junior Vickers</p> <p>Margo Villanova</p> <p>Carole E. Walker</p> <p>Lois Warshaw</p> <p>Joseph H. Weiss</p> <p>Joemy Wilson and Jon Harvey</p> <p><i>*List as of September 16, 2014</i></p>
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KUSC Supporting the Arts

KUSC continues to support the efforts of the arts, by providing office space to Arts for LA and the Los Angeles County High School for the Arts Foundation for eight and six years respectively.



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

Arts for LA advocates for increased support for artists and arts organizations; fosters dialogue among policy makers and the public about important issues that affect the arts; provides individuals with clear and direct ways to advocate for the arts in their community; and connects a diversity of arts stakeholders into a network of informed and mobilized arts advocates.



Arts for LA— Pictured—left to right. Charles Flowers and Cristina Pacheco



Arts High Foundation

Proudly supporting LACHSA since 1985

Los Angeles County High School for the Arts (LACHSA) Foundation (dba Arts High Foundation) was founded in 1985 to promote the arts and the advancement of young artist by raising and distributing funds to establish and operate a public arts high school in Los Angeles County. LACHSA, a tuition-free arts high school, was established in 1985 on the campus of California State University, Los Angeles. Once LACHSA was established, the Foundation's mission shifted to providing private, charitable funding to help sustain the arts programs of LACHSA. The Foundation's arts program priorities are teaching artist salaries, materials and supplies for arts classes, and over three dozen school productions, which performances, art exhibits and film festivals.

LACHSA is consistently ranked as one of the top arts high schools in the nation. Indeed, this year 1,300 students auditioned for its 140 openings for the upcoming school year. Young artists at LACHSA win numerous local, state, and national awards for artistic achievements and are recruited by the finest arts colleges and conservatories in the nation, often times with full-ride scholarships. Singer Josh Groban, actress Jenna Elfman, visual artist Kehinde Wiley, playwright Josefina, and dancer Matthew Rushing are just some of the school's distinguished alumni.

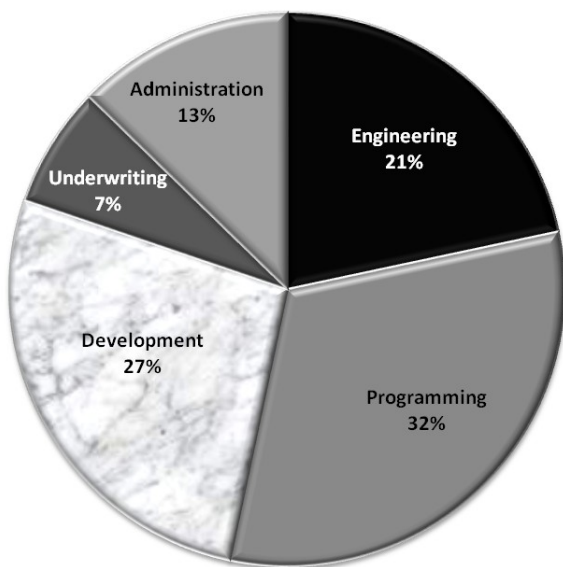
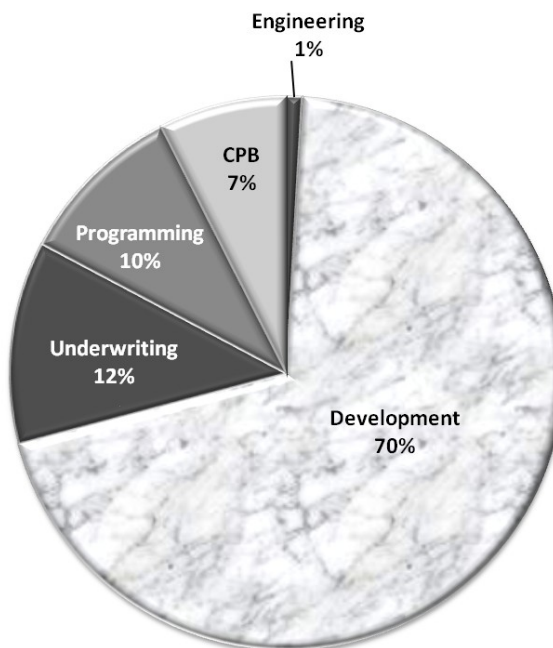


LACHSA —Pictured— left to right. John Jackson, Executive Director, Kathleen Ulinski and Karen Louis

KUSC Revenue and Expense

Revenue

The majority of KUSC's funding comes from (70%) development/membership revenue. KUSC receives no funding from the University of Southern California. Federal funding, through the Corporation for Public Broadcasting (CPB), accounted to about 7% of budget revenue.



Expenses

The two most important activities for KUSC are creating and broadcasting classical music programming. Together, programming and engineering comprised 53% of KUSC's operating budget. Development expenses comprised 27% and Administrative and Underwriting expenses made up the remaining 20% of the operating budget during FY 2013-14.

