



KUSC

CLASSICAL | *fm 91.5*

2020 Annual Report



It is difficult to summarize the scope of change experienced by all of us since the onset of COVID-19. Since last February, our home and work lives have been altered in just about every way. I'm happy to report to you, our members, that thanks to you, KUSC is holding a steady course, despite the challenges. Thank You!

In late March, as stay-at-home orders were issued, we seamlessly transitioned our services from live broadcast studios to hosts at home in their dining rooms and closets. In addition, our Content, Technology and Membership teams challenged themselves to find new ways to serve our audiences at a time when people need classical music more than ever. The result was a variety of new content initiatives such as:

- **“At Home With...”** – a series featuring artists such as Gustavo Dudamel, Esa-Pekka Salonen, Thomas Wilkins, John Williams and Yuja Wang and music chosen specifically to offer respite during this time.
- **“Play On”** – a new program and blog which features the music of California performers at a time when concert halls are dark.

Our community engagement efforts, largely focused on in-person Kids Discovery Days, unfortunately were put on hiatus. Instead, we aimed our efforts at connecting with you in new ways, using digital platforms. In this spirit, we launched the “Make Some Joy” initiative, encouraging children (and their parents!) to build their own instruments at home and share their creations with us online.

These are just a few of the ways we pivoted to meet the challenges of the times. We could not have done this without you. Every day, you've lifted our spirits with words of encouragement and helpful feedback on what we can do better. You came through with amazing financial support despite what I am sure are uncertain times for many of you.

You've shown us how much it matters to you that our community can benefit from the positive impact of classical music. Thanks to you, we can continue to deliver on our promise of nurturing a love of classical music for all.

You are the FY20 heroes for KUSC. Thank you and keep well.

Judy McAlpine
President
USC Radio Group

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WHO WE ARE

KUSC nurtures a love of classical music, inspiring people to make it an enduring part of their lives. We curate beautiful music, create compelling experiences and welcome all on the journey.

OUR MISSION

We make a positive impact on individuals and communities by championing the power of classical music.

KUSC RADIO

1149 S. Hill Street
Suite H100
Los Angeles, CA 90015
213-225-7400



Playing On During a Challenging Time

KUSC HOSTS:

Jennifer Miller
Alan Chapman
Dianne Nicolini
Brian Lauritzen
Jim Svejda
John Van Driel
Rich Caparella
Robin Pressman

The stressful challenges of 2020 magnified the need for calm and reflection that so many count on.

Not only did our hosts step up by broadcasting from their homes, our Content team also put together a variety of innovative listening experiences allowing arts organizations and talented local artists to connect with all of us in unique ways.

“I play in a community orchestra and, like everyone else, the remainder of our season has been cancelled. I miss the interaction with the other musicians but KUSC makes it easier by giving me my classical music fix. Keep up the good work!” – Donald, Carlsbad, CA

Los Angeles Times

Wednesday, March 25, 2020

How L.A. radio is responding to the coronavirus crisis
By Randy Lewis



KUSC host Alan Chapman at his home studio.

PHOTO CREDIT: KUSC

Hosting from Home Highlights

Our amazing engineers and Technical team managed to get our hosts ready to broadcast from their home studios in a matter of days as shelter in place instructions began. As our hosts created makeshift home studios in their closets or children's bedrooms, we documented the process on social media. We were excited to see the LA Times highlighting the station and our hosts' efforts in an article this spring.

KUSC Community Engagement



Sharing classical music with kids and parents is an important part of our service. KUSC planned two *Kids Discovery Days* for the spring of 2020: our second annual event at the Bowers Museum in Santa Ana and our fourth annual event at the Natural History Museum of Los Angeles County. Both events were cancelled due to the pandemic, but thankfully, we'll apply the prep work to the rescheduled *Kids Discovery Days* we expect to take place in 2021.



“Every time I am in my car, KUSC radio is on and I share the joy of each classical selection with my young grandchildren when they ride with me.

Much appreciation for all the station’s efforts – keep it up!”

– Marsha, Fullerton, CA



The “At Home With...” Series

In partnership with the Los Angeles Philharmonic, we launched the “At Home With...” series, a new one-hour program that featured handpicked music from superstars of the classical world. The artists, each broadcasting from their respective homes, spoke with KUSC’s Brian Lauritzen, sharing their curated musical selections along with personal reflections on the music, and their experience of living in isolation through this current pandemic. The Gustavo Dudamel installment also aired in Spanish and was syndicated in both Mexico and Spain. A few of our very special guests are shown below:



KUSC announcers such as Brian Lauritzen have uploaded photos or videos of themselves working out of makeshift studios in their homes.
PHOTO CREDIT: KUSC



From left to right: Gustavo Dudamel, John Williams, Thomas Wilkins, Susanna Mälkki, John Adams, Esa-Pekka Salonen, Ray Chen
CORRESPONDING PHOTO CREDITS: DANNY CLINCH, LA PHIL; VERN EVANS; BILL SITZMANN; LA PHIL; VERN EVANS; CLIVE BARDA; SOPHIE ZHAI

“We love listening whether at home, at work or in the car. Thank you so much for your efforts.” – John & Karla, Laguna Niguel, CA



A first for KUSC: The Holiday Spirit Channel

From Thanksgiving to New Year’s, we introduced for the very first time our 24/7 commercial-free classical Christmas music stream called The Holiday Spirit Channel. Available on our website and in our smart phone app, we were delighted by the positive listener feedback and the streaming results! We look forward to offering the channel again this holiday season.

KUSC Sponsored Roundtables for Arts Organizations across Southern California

To help strengthen the entire arts ecosystem, KUSC brings local groups together to discuss current challenges and to explore how the station might partner to help address them. In FY20, we met leaders of several local arts groups, large and small, at the Palm Springs Art Museum and convened a second roundtable at the Santa Barbara Museum of Art.



Palm Springs Art Museum; PHOTO COURTESY PALM SPRINGS MUSEUM OF ART



Santa Barbara Museum of Art; PHOTO COURTESY SANTA BARBARA MUSEUM OF ART

Underwriting

Classical KUSC Underwriting has always been committed to dual objectives: generate revenue to fund our programming and community efforts while providing creativity, value and a measurable return on investment for our partners in the arts community and corporate sector. The challenges that took hold in March of 2020 tested our commitment to these objectives in ways we could not have imagined, and the onset of lockdowns brought an abrupt end to “business as usual.” The Business Sustainer Program was launched to garner more corporate support. As the arts community regrouped and shifted from live to virtual streaming/digital events, Classical KUSC Underwriting continued to provide ideas, value and a lifeline when the arts community needed it most.

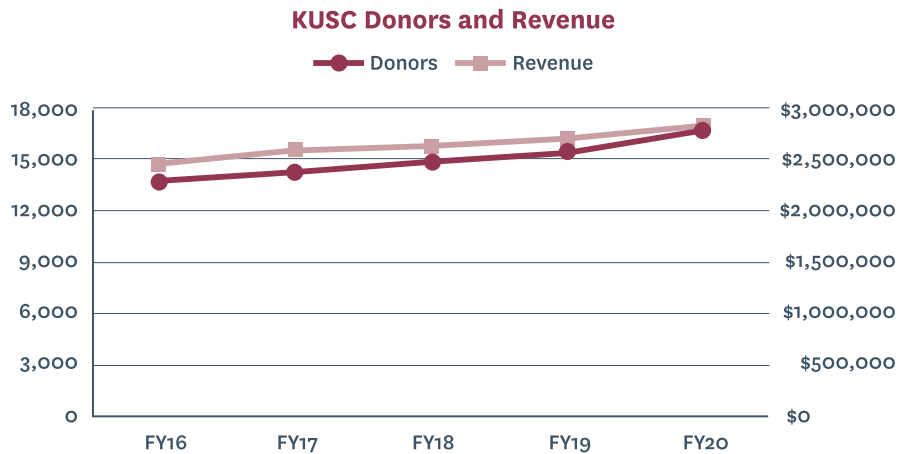
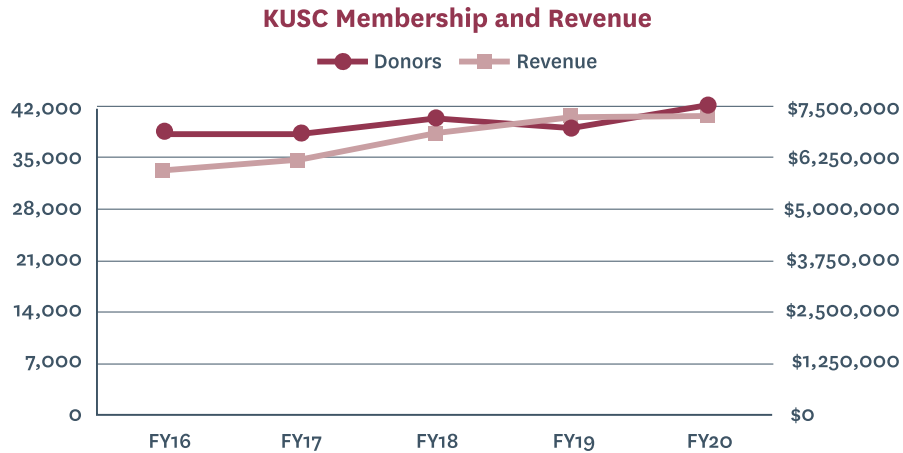


Please contact KUSC’s Tim McClellan with inquiries about Customized Partnerships and Underwriting Opportunities: tmcclellan@kusc.org

Development

KUSC is extremely humbled by the generous support our members have provided over the past years and especially during FY20. Your support helped KUSC maintain financial stability by keeping Membership strong, healthy and our most important source of income during these increasingly challenging times. It was because of your commitment, even in tough times, we were able to provide music to help heal the spirit and unite us all. Thank you!

Charts illustrate Membership revenues plus the breakout of revenue from monthly sustaining members.



Major Donors Leadership Circle

President's Gold – \$25,000 +

Anonymous (2)
The Colburn Foundation
Louise G. Garland
Dr. Daniel Temianka
Lee and Deborah Walcott

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

Anonymous (12)
Gary and Shuko Clouse
Valerie and Hans Imhof
Stuart and Barbara Klabin
Carole Innes Owens
The K.T. & E.L. Norris Foundation
The Flora L. Thornton Foundation
Meredith Jackson and Jan Voboril

Composer's Circle – \$5,000 - \$9,999

Anonymous (13)
The Hilaria and Alec Baldwin Foundation, Inc.
Judy and Leigh Bardugo
Nancy E. Barton Foundation
Eve Bernstein
Curtis N. Browne
Arthur J. Geoffrion and Herman H. Hamer Memorial Fund
Donald P. Gould
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Dr. Cornelia Haag-Molkenteller
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Judith and Howard Jelinek
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Heather MacDonald
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The Ruby Family Foundation,
Ken and Wendy Ruby Trustees
Dena and Irv Schechter
Claire and Dr. Charlie Shaeffer
Judith Spector for Spector Family Trust
Anne-Marie Stephens
WHH Foundation

Producer's Circle – \$2,500 - \$4,999

Anonymous (44)
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Karen and George Bayz
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Ana and Robert Cook
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Teresa Gordon
Betty Lou Gross
Harvey Hoepfner and Robert Richards
Thomas C. Hudnut
Charlotte Hughes and Christopher Combs
Allen Katz
Terri and Tom Keville
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Scott Litt
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Masako Maki
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Roberta K. Nieberg, M.D.
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Jane C. Parks
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Shanbrom Family Fund
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Robert and Kerry Shuman
The Simon-Strauss Foundation
Douglass M. Stewart, Jr.
Max Stolz, Jr.
Steve and Barbara Straub
*Joseph and Linda Svehla
Terence Van Vliet and Jan K. Keller
Robert D. Voit
Bea and Dennis Volper
Timothy P. Whalen
David and Michele Wilson
Anna and Edward Yeung



“I’ve been a member forever! But it’s been during these last few months that KUSC has been a Godsend to me! Thank you! Thank you! Thank you!”

– Nancy, Whittier, CA

*deceased

List as of 9/30/20

KUSC Legacy Society

Anonymous (67)
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
Dr. Allen Belkind
Benla C. Bennett
Herbert M. Berk
Lillian Berman Goldfarb
Martin Bray and Scott Henderson
Willam J. Bryan
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
Morton Lampert
Jocelyn Lee
Dennis and Kathleen Lees
William Earl Lentz

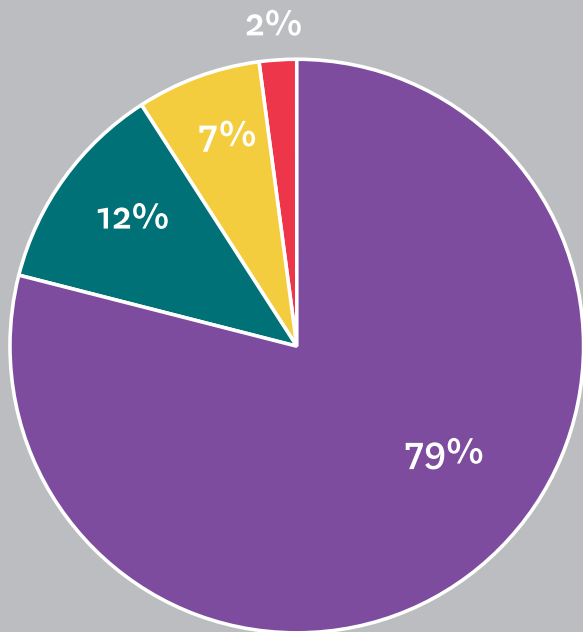
Adolph Maier
Hon. Nora Manella
Alison Manheim
Susan J. Marks
James Michaelis
Les Modie
Maury and Barbara Mortensen
John R. Oden and Mark Dizik
Ernest and Anne Prokopovych
Suzanne Robinson
In Memory of Charles Simon Sarkas
Ronald* and Barbara Schonfeld
Matej Sherko and Anthony Rosello
Lynette Sim
June Smith
Max Stolz, Jr.
Evelyn Stone
Joseph* 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
List as of 9/30/20



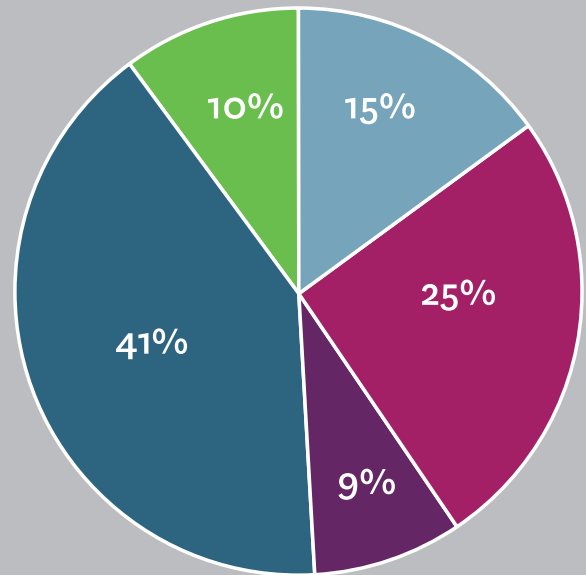
Fiscal Year 2020 Financial Overview

The financial picture for KUSC is stable. Going into the fourth quarter of FY20, overall revenue performance was strong. Underwriting revenue, however, declined sharply during the fourth quarter due to cancelled concert events and client cancellations in travel, health, and finance industries. We are very fortunate that, despite the impact of the pandemic, Membership support remained strong. The Membership revenue performance, along with expense reductions, resulted in KUSC ending FY20 in a solid financial position which is critical to sustaining our operations in FY21 and funding the future.



FY20 KUSC OPERATING REVENUE

 Development.....	\$7,322,536
 Underwriting/Sponsorship.....	1,137,954
 Government Funding.....	\$655,034
 Other	\$167,808
 Total	\$9,283,332



FY20 KUSC OPERATING EXPENSES

 Operations	\$1,169,289
 Development.....	\$1,924,032
 Underwriting/Sponsorship	\$664,392
 Content/Engineering	\$3,162,021
 Administration	\$765,906
 Total	\$7,685,640

KUSC's most recent independent auditor's report conducted by PwC can be found on our website:
<https://www.kusc.org/culture/our-mission/audited-financials/>

USC Radio Group Senior Leadership



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USC Radio Group



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Development Officer



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Vice President Sponsorship
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Officer



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Content



Daniel Sy
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Lee Walcott Vice President and Managing
Director of The Ahmanson Foundation, Retired







Sam Garrison Senior Vice President,
University of Southern California, University
Relations

*“Thank you for all you do. I love the Membership Drive.
Feels like I am catching up with friends.” – Eileen, Tustin, CA*



KUSC Southern California Radio Network

KUSC can be heard in seven counties, from as far north as San Luis Obispo and as far south as the Mexican border. With 39,000 watts of power, Classical KUSC boasts the 10th most powerful signal in Southern California. KUSC transmits its programming from six transmitters:

-  KUSC 91.5 FM in Los Angeles and Santa Clarita
-  KESC 99.7 in Morro Bay/San Luis Obispo
-  KDB 93.7 FM in Santa Barbara
-  KDSC 91.1 FM in Thousand Oaks
-  KUSC FM-1 91.5 Santa Clarita
-  KPSC 88.5 FM in Palm Springs

KUSC.org

