



SAN FRANCISCO CLASSICAL

**2020 Annual Report**



Let me start by saying thank you and wishing health and happiness to you and yours. Those words have more meaning today than ever before. We are grateful for our members' continued support and encouragement even in times of world-wide crisis. Despite these challenges felt both globally and in our local communities, you have helped KDFC continue to play the music and support our local arts communities still hurting from the impact of the pandemic.

That support in FY20 (and previously) made it possible for KDFC to pivot quickly and seamlessly into a broadcasting-from-home world, albeit in our hosts' closets and spare bedrooms. Our Technology team stepped up to make that happen. Our Membership team found innovative ways to fundraise with few interruptions so we all could focus more on the music. Our Programming team developed new ways to keep you entertained, calm, engaged and connected.

- **“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 have been focused largely on families and children. In February we enjoyed spending time with over 2,500 folks who joined us for another of our Kids Discovery Days where we were able to nurture the love of classical music. The Tech Interactive of San Jose hosted our free event that offered classical concerts for families. In addition there were activities for kids to try out instruments, test one's singing range, compose original music, and even try a go at being a KDFC DJ. Thanks to all of our wonderful arts partners for their contributions.

The music, the hosts, our arts community and you are connected through KDFC. The amazing feedback and the personal stories you've shared this year as you listened and made your way through the days (daze) have lifted our spirits. The financial support you've so generously given has helped us understand even more how much this service is needed and appreciated in all of our lives. Thank you for all that you do to make the world a better place, including keeping the music playing.

Bill Leuth  
President, KDFC  
VP, USC Radio Group



#### WHO WE ARE

KDFC 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.

#### KDFC RADIO

San Francisco  
Tel. 1-888-966-5454



# Playing On During a Challenging Time

## KDFC HOSTS:

Jennifer Miller  
Dianne Nicolini  
Robin Pressman  
Rik Malone  
Hoyt Smith  
Alan Chapman  
Brian Lauritzen  
John Van Driel

**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 local artists to connect with all of us in unique ways.

*“Thank goodness there is still classical music on the radio, especially when live performances are shut down!”*

– Barbara, Dixon, CA

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KDFC host Dianne Nicolini at her home studio.

## 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.

## 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 KDFC’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:



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



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

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*“It was a transcendent experience. I couldn’t turn it off all season long. I haven’t been this happy in 30 years.”*

– Holiday Channel Stream Listener



## A first for KDFC: 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.

# KDFC Community Engagement



Sharing classical music with kids and parents is an important part of our service. The fourth annual KDFC Kids Discovery Day was a big success, hosted at the Tech Interactive in San Jose. We're still glowing from the excitement of introducing a museum full of children to the joys of hearing live classical music, playing with musical instruments, and even taking a turn at the KDFC microphone.

This year's event attracted more than 2,500 attendees, three times the average Sunday attendance at the Tech. We look forward to more community events in the future, when it is safe to do so.



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## Underwriting

Classical KDFC 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 KDFC Underwriting continued to provide ideas, value and a lifeline when the arts community needed it most.



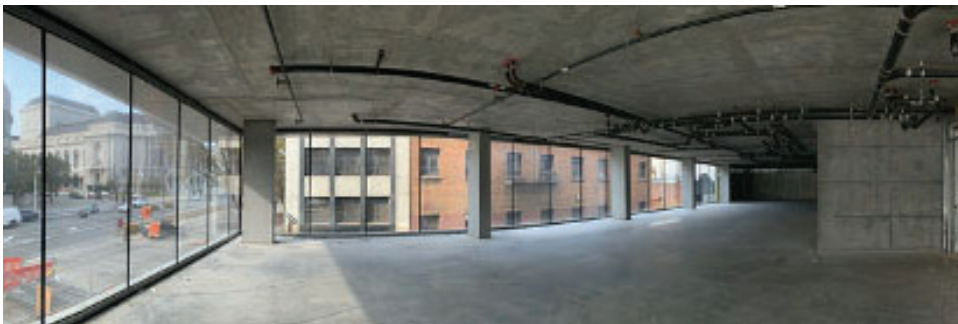
Please contact KDFC's John Leathers with inquiries about Customized Partnerships and Underwriting Opportunities: [jleathers@uscradiogroup.com](mailto:jleathers@uscradiogroup.com)

# Thanks for your support of our KDFC Building Fund!

KDFC President Bill Lueth and his assistant Helene Sarrow pitching in to help with the move.

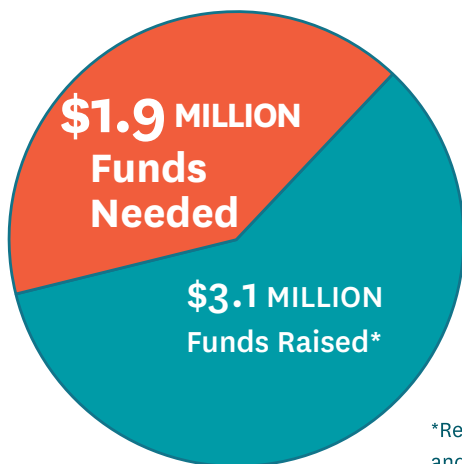


As many of you are aware, we lost our lease and embarked on a journey to find a new home that led to the development of a wonderful broadcast center that all of us can enjoy. When it is completed, we'll have space for our studios and offices, and live music performance spaces allowing for special events and new collaborations with our downtown arts partners. We can't wait to welcome you to our new space, which is **"Your Window to the Music."**



At left: A view of the KDFC office as a "blank slate" on October 5th with plenty of construction work left to go.

Below: Artist renderings of KDFC's new office and studio space coming in early 2021.



## KDFC Building Fund Goal: \$5 MILLION

Please support the Building Fund by visiting [KDFC.com](http://KDFC.com) or by calling (949) 439-8582.

\*Represents funds collected and funds committed.

Our move to the San Francisco Conservatory of Music's Bowes Center for the Performing Arts will give us unique opportunities, and position KDFC in the center of the classical music and local arts community.

We will have:

- Unprecedented access to the great artists coming to and living in our community
- Proximity to young artists who are the future of classical music
- Concert series that showcase local young talent
- Quality space to create a digital hub of activity that uses technology for greater impact and expands our reach



*“We have been supporters of KDFC for many years and believe in their mission and their importance to the Bay Area’s cultural quality of life. We are pleased to support by giving annually for general operations as well as to the capital building campaign to move into new facilities in the Bowes Performing Arts Center.”*

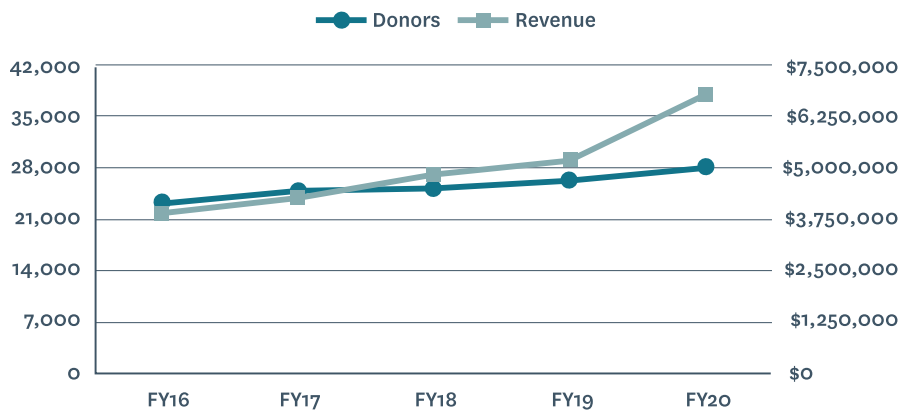
– Sakurako and William Fisher  
Leadership Circle and Building Fund Donors

# Development

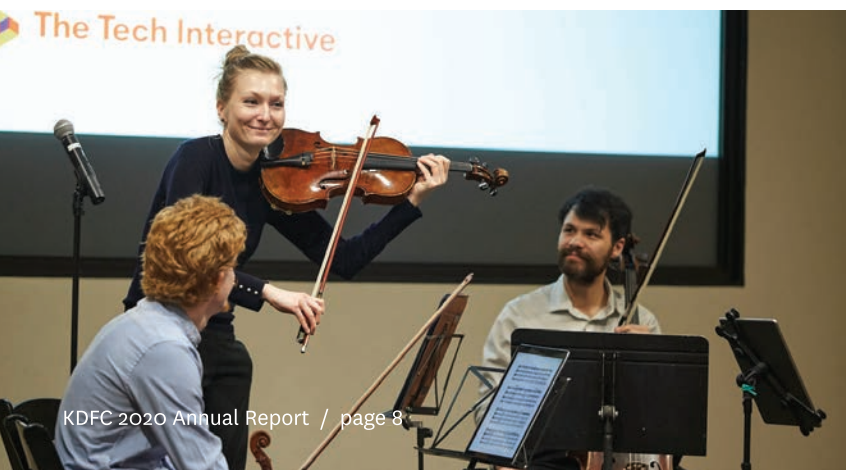
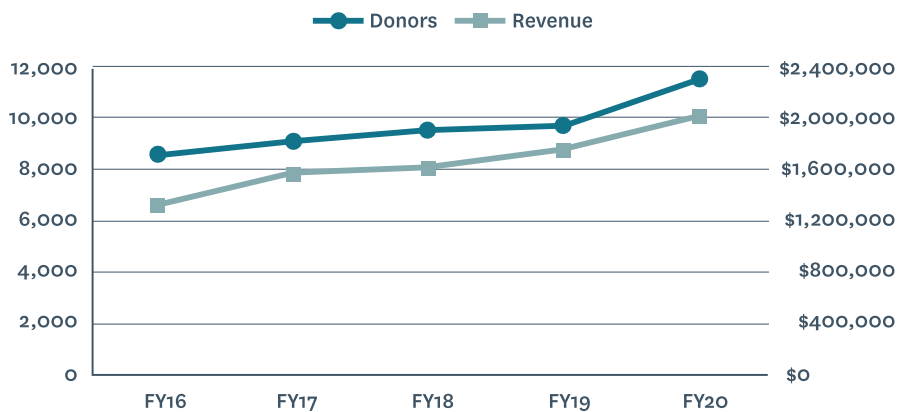
KDFC is extremely humbled by the generous support our members have provided over the past years and especially during FY20. Your support helped KDFC maintain financial stability by keeping Membership strong, healthy and our most important source of income during these increasingly challenging times. 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.

**KDFC Membership and Revenue**



**KDFC Donors and Revenue**





# Major Gifts

## PRESIDENT'S CIRCLE

### Guarantor – \$100,000 and above

Anonymous  
Karen Lee Finney

### Innovator - \$50,000 to \$99,999

Brigid Barton  
Alene & Sam Hedgpeth

### Benefactor – \$25,000 to \$49,999

Anonymous  
Patty and George Locke

### Director – \$10,000 to \$24,999

Anonymous  
Catherine & Duncan Beardsley  
Helen and Raj Desai  
Lois M. De Domenico  
Edward S. Dubel  
Martin Gaehwiler  
Dr. Morton Grosser  
Lorraine and Noble Hancock  
Cynthia Hersey  
Mary Kay Kane  
Nancy Mueller  
Sack Family Fund

### Investor – \$5,000 to \$9,999

Anonymous  
Nancy Christman  
Jacqueline Desoer  
Herb and Jane Dwight  
Michele Dup Goss  
Andrea L. Hong  
Stephen and Sandra Janachowski  
Jack Levin, MD  
Candace H. Mathewson  
John and Tasia Morgridge  
Joseph O'Neill  
Arthur and Toni Rembe Rock

## LEADERSHIP CIRCLE

### Leader – \$2,500 to \$4,999

Anonymous  
Laima M. Baltusis and Daniel Iverson  
Forrest Beaty  
Paul and Sandra Bessieres  
James R. and Mical A. Brenzel  
Toby Mickelson and Donald Brody  
Dr. Randolph Chase  
The Chuang Family  
Mitchell-Coe Family Trust  
Jane A. Cook  
Joseph Correia  
Denise Cutler  
Steve and Pat Emslie  
Jerre Hitz  
Diana Koin, MD  
Lona Larsen Poehlmann  
Clay Felchlin McGuire  
Robert and MarLynn Millick  
Percy Mueda  
Peggy and Boyce Nute  
Carol Peckham  
Elsa and Neil Pering  
Janakiraman Ramachandran  
Susan E. Roos  
Renee Rymer  
Cheryl Sorokin  
Edith Sweet



## THE BATISHWA MINER BROADCAST CENTER

### Building Fund Contributors – \$10,000

Anonymous  
Jacqueline J. DeSoer  
Lois M. De Domenico  
Sakurako and William Fisher  
Friends of KDFC  
Lorraine and Noble Hancock  
Patty and George Locke  
T. Dixon Long  
John and Barbara Osterweis  
Elsa and Neil Pering  
Arthur and Toni Rembe Rock

## INSTITUTIONAL FUNDERS

### Private and Corporate Foundations

#### \$100,000 to \$249,999

William and Flora Hewlett Foundation

#### \$25,000 to \$49,999

The Bernard Osher Foundation

#### \$1,000 to \$24,999

Bancroft-Clair Foundation  
The Bob Ross Foundation  
The Eucalyptis Foundation  
The Charles and Frances K Field Fund  
Gaia Fund  
John and Marcia Goldman Foundation  
Koret Foundation  
The Prairie Foundation  
Ravizza Family Foundation  
The Rorer Foundation  
Sakana Foundation  
The Hugh Stuart Charitable Trust

List as of 9/30/20

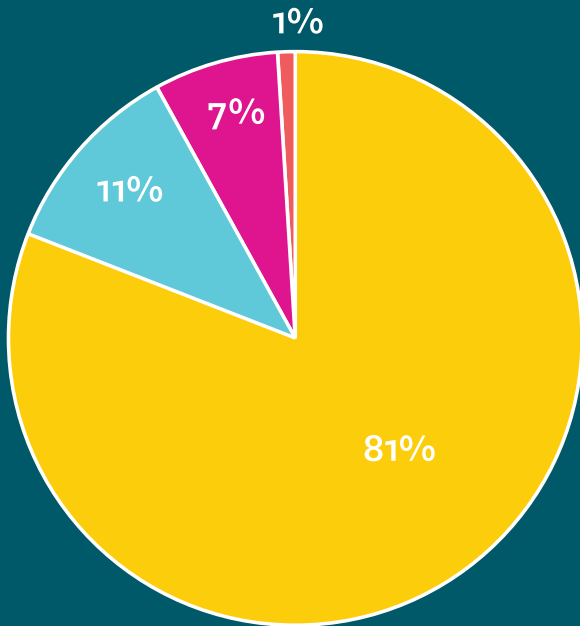


*“Thanks for all that you do in these demanding and stressful times! KDFC is the eye in the raging hurricane that swirls through our lives daily.”*

– Lynda, Sausalito, CA

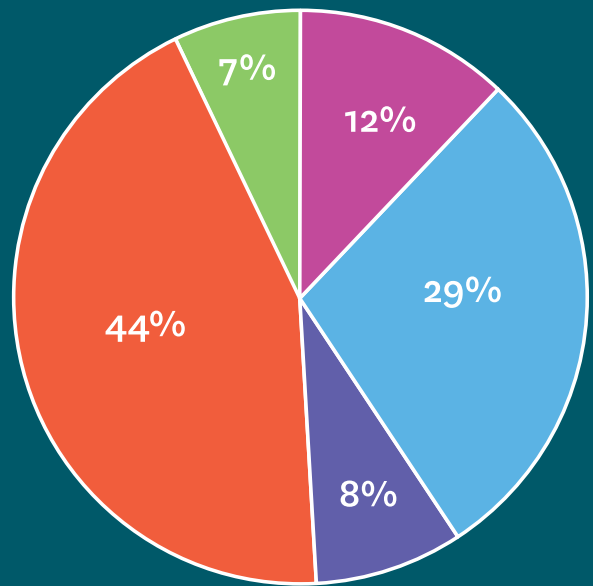
# Fiscal Year 2020 Financial Overview

The financial picture for KDFC 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 KDFC ending FY20 in a solid financial position which is critical to sustaining our operations in FY21 and funding the future.



**FY20 KDFC OPERATING REVENUE**

<span style="color: #FFD700;">■</span>	Development.....	\$5,520,313
<span style="color: #4682B4;">■</span>	Underwriting/Sponsorship.....	\$770,345
<span style="color: #FF00FF;">■</span>	Government Funding.....	\$436,689
<span style="color: #FF4500;">■</span>	Other .....	\$85,020
<span style="color: #FFFFFF;">■</span>	Total .....	\$6,812,367



**FY20 KDFC OPERATING EXPENSES**

<span style="color: #FF00FF;">■</span>	Operations .....	\$678,503
<span style="color: #4682B4;">■</span>	Development.....	\$1,605,617
<span style="color: #483D8B;">■</span>	Underwriting/Sponsorship .....	\$475,274
<span style="color: #FF4500;">■</span>	Content/Engineering.....	\$2,446,495
<span style="color: #9ACD32;">■</span>	Administration .....	\$399,292
<span style="color: #FFFFFF;">■</span>	Total .....	\$5,605,180

Note: Revenue does not reflect financial contributions to the KDFC Building Campaign, which are on pg. 6

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

# USC Radio Group Senior Leadership



**Judy McAlpine**  
*President  
USC Radio Group*



**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*

# USCRG Board of Councilors

**Robert Abeles** *Senior Vice President Emeritus  
of the University of Southern California*

**Frank Cruz** *President of Cruz and Associates,  
University of Southern California Board of  
Trustees*

**Corey Field** *Entertainment and Intellectual  
Property Lawyer, Corey Field Law Group*

**Natalie Klein** *Philanthropist*

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

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



# KDFC Northern California Radio Network



KDFC transmits its programming  
from six transmitters:

-  KDFC 90.3 San Francisco
-  KOSC 89.9 FM Wine Country
-  K223AJ 92.5 Ukiah-Lakeport
-  KXSC 104.9 FM Silicon Valley
-  K212AA, 90.3 Los Gatos
-  KDFG 103.9 FM Monterey

[KDFC.com](http://KDFC.com)

