



# Annual Report 2019

## KDFC's Mission

We celebrate classical music and its power to enrich the lives of people at all phases of life, to bridge differences and to strengthen our Northern California community.

*“My two year old daughter and I listen to KDFC every morning on the way to preschool. We have something new to discuss with every chosen piece. It is a great learning experience for the both of us. Thank you for enriching our mornings”.*

—Rohini, Menlo Park

# Classical KDFC President, Bill Lueth



In the Spring of 2019, the ground was officially broken on the future of KDFC. By late summer of 2020 we will be broadcasting from our new studios in San Francisco in the San Francisco Conservatory's new Bowes Performing Arts Center directly across the street from the San Francisco Symphony and Opera in the heart of the city's cultural arts hub. This is a transformational time for Northern California's hometown classical station. It is rare for a major classical radio outlet to be anchored amidst so many other great arts institutions, and the possibilities to collaborate and share with our greater community across Northern California are numerous.

This year we have been busy fundraising and gaining support for the move, and we're planning for the many new activities and partnerships we will showcase in our new space. You will continue to hear more about this great adventure this year.

Our mission to celebrate and share classical music for all has never been more focused. With the feedback of more than 4,000 KDFC listeners who participated in surveys and focus groups, we are developing new products, services and activities to serve you even better. We will have digital content to share, our events series to complement the many offerings of our community, and we'll work even harder to engage parents and children through the arts. We enjoyed hosting almost 5,000 kids and families at our most recent free community event, the KDFC Kid's Discovery day at San Jose's Tech Museum (now called The Tech Interactive). Several local arts partners joined us for a fun interactive day with music and a live broadcast to meet the KDFC hosts in person.

The power of our reach through broadcast signals and the internet is our strength, and helps us amplify the NorCal arts ecosystem to many. Our signals reach from Ukiah to Sacramento and throughout the Bay Area and the Monterey Peninsula. Approximately 360,000 people tune into one of our 5 frequencies each week, and 120,000 listeners locally and around the world enjoy the music with our digital streams each month through computers, our smart phone apps and smart speakers. As you can see, your support has tremendous impact on making our world a better place through music. Together we keep this great music available for everyone and help future generations get excited about the arts in our local community and beyond.

A handwritten signature in black ink, appearing to read 'Bill Lueth', written in a cursive style.

# Content Highlights



## A Farewell to KDFC's Morning Host—Ray White

A wise man once said “change is the only constant in life”. This was a year of change for KDFC’s content department. In June, beloved morning show host Ray White bid adieu after 10 years at KDFC for new adventures in Denver. We wish Ray all the best and thank him for being a wonderful friend on the radio at KDFC!

### Special Program Features

#### **KDFC’s Independence Day Celebration**

July 4, 2018

A celebration of all things American; composers, musicians and orchestras

#### **Getaway Wednesdays**

July 11—through August, 2018

Each Wednesday we took listeners to a different musical destination across the globe and along the way collected comments and suggestions encouraging them to post photos on the Afternoon Homestretch, and the Morning Show.

#### **Bernstein Week**

August 20-25

Celebrating the centenary of Leonard Bernstein

#### **Love at First Listen**

September 2018

Listener’s reminiscences of the pieces that first got them hooked on Classical Music

#### **My Favorite Things**

December 2018

A week-long spotlight of our announcer’s favorite recordings of the year

#### **Classical All-Stars**

January 2019

A listener-chosen countdown of their favorite pieces of classical music—Beethoven’s 9th Symphony came in #1

#### **KDFC at the Movies**

Feb 11-15, 2019

Spotlight on the Academy Awards featured music scores

#### **Great Outdoors**

Month of March 2019

We helped listeners plan their weekend with music to celebrated their adventures.



## LIVE Broadcast Productions

### San Francisco Symphony— LIVE from Davies Hall

September 4, 2018

Rik Malone and Dianne Nicollini, hosted

### KDFC Kids Discovery Day LIVE from the Tech Center of Innovation in San Jose

Sunday, March 3, 2019

(Ray White, Robin Pressman hosted)

### LIVE at the Metropolitan Opera December 1, 2018—May 2019

The Met returned to KDFC for another season  
airing on Saturday mornings.

### The Opera Hour

This Sunday evening production features programming with a local flavor. Each show features a different theme which includes recordings of past opera productions and previews of upcoming performances, hosted by our very own KDFC President, Bill Lueth and the San Francisco Opera's General Director, Matthew Shilvock.



### From The Top

An award-winning, nationally-syndicated program which features talented young performers from around the country. This year, as in the past, *From the Top* included several young musicians from the Bay Area in shows that were sponsored in part by KDFC and its listeners.

### The Bay Area Mix KDFC's Arts Magazine

September through June featured 27 different ensembles or presenters this year, including:

- Vocal music by Chanticleer
- The San Francisco Girl's Chorus
- Capella SF
- James Toland Vocal Arts
- Orchestral performances by the Berkeley, California, Redwood, Peninsula, Vallejo and Santa Rosa Symphonies
- The Berkeley Community Chorus and Orchestra and the Midsummer Mozart Festival
- Chamber music by the Alexander String Quartet, Quartet San Francisco, the San Francisco and New Century Chamber Orchestras and Voices of Music
- Solo recitals at the Steinway Society
- The Valley of the Moon Festival
- Midsummer Mozart Festival
- Music in the Vineyards
- James Toland Opera Competition

## Classical KDFC

### Description

Commercial-free Classical KDFC. And Then Some. San Francisco Bay Area.

Out of the concert hall... from the Silver screen... off the beaten path... for the next generation of music lovers

## “Hey Google, Play KDFC!”

We try to make listening to KDFC as easy as possible. You can listen on our free iPhone, iPad, and Android apps and you can listen to KDFC.com while chugging away at the office. Now, the fastest growing way to listen to KDFC is on a smart speaker! With the Echo, just say “Alexa, play KDFC” and with Google Home, it’s, “Hey Google, play KDFC”. It’s that simple. Listening to your favorite classical station has never been easier.



### Special Blog Features

#### KDFC Classical All-Stars Top 100 Countdown

To compliment our annual KDFC Classical All-Stars Top 100 Countdown, our hosts wrote blogs to highlight the history of the selected music and provide more information and context on those pieces.

#### KDFC’s Guide to Opera

KDFC’s Jennifer Miller recently launched a new blog series, the *KDFC Guide to Opera*. So far, she’s written about “The Essential Top 5 of Opera” as well as the “ABC’s of Opera”, a series of three stories highlighting the history and legacy of “Aida”, “La Bohème”, and “Carmen”.

### KDFC Facebook, Twitter and Instagram

KDFC’s Social Media accounts are a unique place to keep in touch with what’s going on with KDFC’s hosts and what’s going on in the classical music world—from classical memes to behind-the-scenes videos from our events like KDFC Kids Discovery Day. Join us on Facebook, Twitter, and Instagram to keep in touch every day!



KDFC continues to deepen its commitment to connect children to live classical music and to help demystify the art form for both kids and adults. In addition to sharing the joy of this repertoire, we aim to help create an audience of the future for classical music, and for KDFC. We look forward to expanding our outreach with support from potential donors and foundations who may be inspired to help us achieve our mission.



*“My grandchildren sang little melodies and the violinist played their compositions. They tried on the opera costumes, played musical instruments....I think the future of classical music is bright because of events like KDFC Kids Discovery Day at the Tech Museum”.*

—Peter, event attendee

## Community Engagement

A part of our mission to make classical music a part of more people's lives and to expose children to live classical performances of the highest caliber, KDFC's community engagement efforts this past year focused on two major initiatives: Discovery Days at child-friendly museums and KDFC Playground Pop-Ups at public elementary schools.

## Playground Pop-Ups

For the second year, KDFC presented live informal concerts by first-rate professional musicians at public elementary school playgrounds, mainly at campuses that lack the resources for significant arts and music enrichment.

KDFC brought members of the Berkeley Symphony, the group One Found Sound, and the Friction String Quartet to schools throughout the Bay area.



We worked with three different school districts: Oakland Unified, Berkeley Unified, and Albany Unified. More than 500 children plus parents, teachers and school administrators enjoyed and participated in the child-friendly concerts.





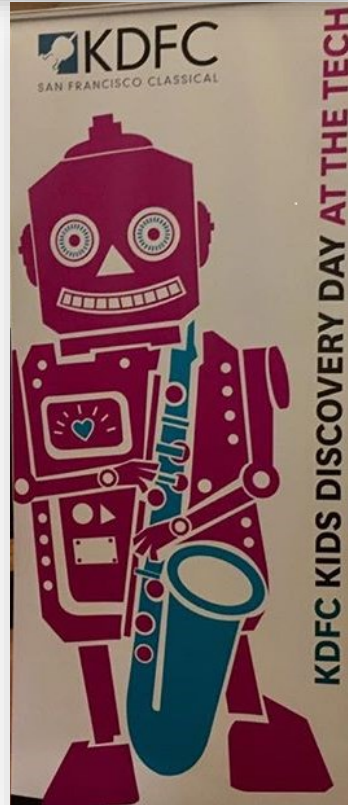
## Kids Discovery Day

On March 3, 2019 we presented our third KDFC Kids Discovery Day at the Tech Museum of Innovation in San Jose. This joyous children’s music festival featured live classical performances tailored to kids, an instrument “petting zoo”, arts and crafts with a musical theme, informal music classes for children, a hands-on booth on violin-making, and an opera costume booth.

Performers included Philharmonia Baroque musicians, members of Opera San Jose, a Brazilian-tinged chamber ensemble, and One Found Sound, a wind quintet. KDFC hosts introduced the musical acts and participated in a live, four-hour radio broadcast from the event featuring interviews with participating music organizations

The day saw record-setting attendance; a typical Sunday draws between 1,000-1,200 visitors to the Tech. With lines around the block all morning, KDFC Kids Discovery Day saw attendance of 4,800 visitors, four times the typical Sunday.

It was especially gratifying to see little kids approach our hosts, recognizing their on-air heroes. We’ll return to the Tech for another Discovery Day in February 2020, and we’re exploring a similar event at a museum in San Francisco.



Community Engagement

# Celebrating 70 Years of KDFC

After six decades, KDFC was reborn in 2011 as a listener-supported non-profit radio station, securing a future for classical music in the Bay Area for generations to come! Join us as we take a look at the story of Classical KDFC.

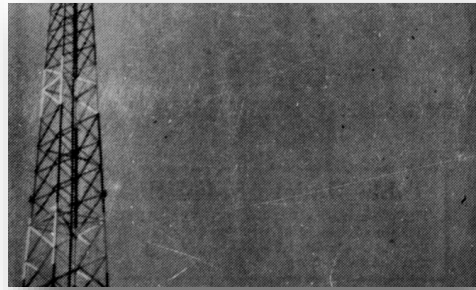


Bill Crocker founded the station and was its first general manager. Sales were handled by Ed Davis who later became the station's long-running GM. Engineering was handled by Herbert Florance. The names of these three gentlemen, Davis, Florance, Crocker, created the acronym for the call letters KDFC.



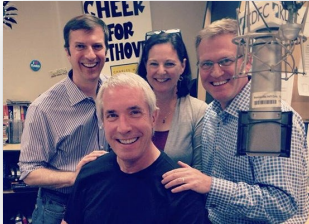
In 1997 the station was purchased by Bonneville International. They created an accessible classical format with live announcers. Bill Lueth was the Program Director and morning host, joined by Dianne Nicolini in middays, and Rik Malone in afternoons. Hoyt Smith joined a couple years later. In the fall of 1999 and the fall of 2000 KDFC reached the unprecedented high mark for classical radio as the highest-rated music station the Bay Area.

Established  
In



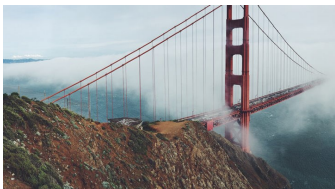
KDFC first hit the airwaves on Sept 1, 1948 broadcasting from the transmitter building on Historic Mt. Beacon in Sausalito on 102.1FM. The station's current signal at 90.3FM transmits from this same building. The hosts would make the announcements about the music, and the engineering staff would spin the 78 rpm records. With the evolution of technology the station eventually was able to broadcast for more hours in the day, and the programming became mostly automated with a small group of recorder announcers. In the early days the broadcast originated from the transmitter site, and visitors could enjoy the view of the endless procession of ships through the Golden Gate. Very few people had FM radios in those days, and the station only broadcast from 3:30pm-10:30pm, but it was a start for the Bay Area's first classical music station.

## 2011 Introducing the New KDFC format



A decade later, the financial collapse and the continued consolidation of commercial radio made an impact on KDFC's classical format. The 102.1 signal was flipped from Classical to a Rock format. In an effort to keep KDFC on the air in the Bay Area as a Classical format, the new owner, the University of Southern California (USC) invested over \$10 million dollars in start-up costs to buy available signals at 90.3FM in San Francisco, 89.9FM in Napa, and 92.5 in Ukiah. The core staff was hired by USC, and on January 18, 2011 the new non-profit, listener-supported classical service KDFC was launched for Northern California.

In January 2012, the 90.3 signal was upgraded and moved to Sausalito, the same site of the original KDFC. This move provided more listener coverage. Also in May of 2012, with the help of a \$7.5 million loan, 104.9FM in San Jose was added to the KDFC network. In 2016 KDFC added additional listener coverage to Monterey and Carmel.



## 2018 70 Years of broadcasting classical radio in the Bay Area!

Celebrating 70 Years of KDFC

# Underwriting/Sponsorship

## Underwriting and Sponsorship Arts Collaborations

- Tuesday Night San Francisco Symphony Broadcasts
- *Opera in the Park, Night at the Opera, Summer Season-Pass Promotion* – San Francisco Opera
- *KDFC's Big Night Out* – Over 35 Performances!
- Peninsula Symphony *Family Concert*
- Classical KDFC Hosts Rik Malone and Robin Pressman hosting Yefim Bronfman and Brentano String Quartet performances at Stanford's Bing Concert Hall
- *Jose's Season Pass Promotion and Moby Dick* Opening Night Reception
- Emanuel Ax Listener and Donor Reception with the Oakland Symphony
- Classical KDFC Hosts Rik Malone and Robin Pressman hosting Yefim Bronfman and Brentano String Quartet performances at Stanford's Bing Concert Hall
- Golden Gate Symphony and Classical KDFC hosted "*Pub Crawls*"
- San Francisco Symphony Summer Shows at Stanford's Frost Amphitheater
- *Opera San Jose's Season Pass Promotion and Moby Dick* Opening Night Reception

Arts and Corporate Sponsors

**SAN FRANCISCO SYMPHONY**  
MICHAEL TILSON THOMAS • MUSIC DIRECTOR

**Stanford HEALTH CARE**

**VIN TANNER'S**  
chamber orchestra

**San José State UNIVERSITY**

**PHILHARMONIA**  
BAROQUE ORCHESTRA & CHORALE  
NICHOLAS MCGEGAN | WAVERLEY FUND MUSIC DIRECTOR

**PENINSULA SYMPHONY**  
MITCHELL SARDOU KLEIN  
Music Director/Conductor

**Opera San José**

**westernballet**

**SAN FRANCISCO OPERA**

**de Young | Legion of Honor**  
FINE ARTS MUSEUMS OF SAN FRANCISCO

**WEILL HALL | SCHROEDER HALL**  
**GREEN MUSIC CENTER**  
SONOMA STATE UNIVERSITY

**THE PROMETHEUS SYMPHONY ORCHESTRA**

**A.C.T. AMERICAN CONSERVATORY THEATER**  
SAN FRANCISCO'S PREMIER NONPROFIT THEATER COMPANY

FM Radio transmitter sites have several important systems in order to keep a signal on the air consistently. In addition to the various systems that the engineering department maintains directly, we also coordinate with external facility maintenance trades such as air conditioning technicians, electricians and tower rigging crews.

In FY19 our emphasis was on continuous improvement of reliability at some of our key tower sites and refreshing some of these key systems. In some cases, this included the addition of an auxiliary transmitter.

The KDFC Napa tower site received a behind the scenes “rewire” which included the installation of a new auxiliary 89.9 radio transmitter at the Mt St Helena tower site in Napa county. This will be available via remote control should the primary FM radio transmitter fail. Improvements were made to our remote controls systems at this location as well.

The KDFG Monterey tower site near Pebble Beach also benefitted from a similar “rewire” project. This included the installation of new electrical panel as well as new equipment racks. Upon completion of the electrical panel our field team was able to install both a new primary *and* a new auxiliary 103.9 transmitter. The new installation is more space and energy efficient. An old and poorly performing old transmitter was retired for recycling. The new installation also allowed for the addition of “Now Playing- Song Title” information to be broadcast over 103.9. The improvements were also designed to improve the overall audio quality on the Monterey signal.



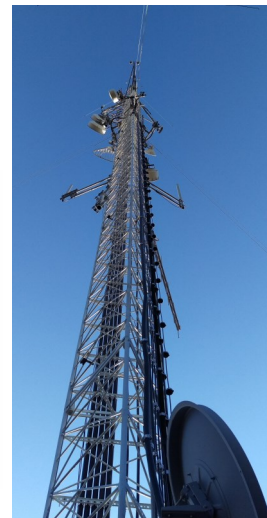
KOSC 89.9 Napa  
Mt. St. Helena Radio Tower



Wiring Improvements at KDFG Monterey



KDFC Tower Site



104.9 KXSC—Sunnyvale/San Jose

# Broadcast Engineering

### A Classical Journey To Denmark, Germany & Holland

March 5-16, 2019, KDFC host Robin Pressman, joined 25 KUSC/KDFC members for an inspiring music-filled adventure to Copenhagen, Hamburg and Amsterdam.

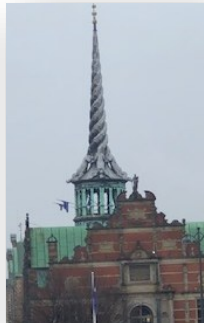
The highlights of this tour included a performance of *Turandot*, by the Royal Danish Opera, *Nabucco* at the Hamburg State Opera, *Girls of the Golden West* performed by the Dutch National Opera Company and a concert performed by the Rotterdam Philharmonic.

The journey began with three nights in Copenhagen, experiencing walking tours of the city, a trip to the North Sealand and Frederiksborg Castle and concluding with *Turandot* by the Royal Danish Opera.

Traveling on to Hamburg we spent three nights discovering the art, culture, food and music of this important city. The group attended *Nabucco* at the Hamburg State Opera and visited the town of Lubeck, with its historical alleyways and criss-crossed lanes—one of the important ports on the Baltic Sea.

The final four nights were spent in Amsterdam with day trips to the Kroller-Muller Museum—containing the largest collection of works by Van Gogh; a private tour of the Rijksmuseum and Rembrandt’s famous *Night Watch*; The Dutch Opera’s performance of the *Girls of the Golden West*; visits to Delft, The Hague and Rottendam and a concert from the Rottendam Symphony.

Five-star accommodations, fine dining at top restaurants, outstanding music and Robin’s commentary made this an amazing musical and historic journey.



Former Copenhagen Stock Exchange Building with the dragon tail spire and group photo outside the Frederiksborg Castle.

### Saxon Treasures! Dresden and the Bach Festival/Leipzig

June 10-20, 2019, KDFC host Alan Chapman, joined 25 KUSC/KDFC members for an inspiring music-filled adventure to Dresden and the Bach Festival in Leipzig.

The highlights of this tour included a trip to the wonderful, city-wide BachFest in Leipzig. The group attended five magnificent concerts by some of the world’s most renowned Bach interpreters, including recitals by renowned pianist Sir András Schiff, violinist Isabelle Faust, and a concert by the Gewandhaus Orchestra, the oldest in Europe.

As a prelude, the journey began in magnificent Dresden, often called “Florence on the Elbe.” From there, the group took excursions to tour the renowned Meissen Porcelain factory, and traveled into “Saxon Switzerland” with a private boat ride on the Elbe. They traced Bach’s genius in sites around the city and also visited Mendelssohn’s last home as well as a day trip to Weimar, where Bach lived eight years. All along the way they met other titans of German culture such as Schumann, Wagner, Liszt, Martin Luther, Goethe, Schiller, and many others. And as a finale, everyone attended a performance at one of the most beautiful theatres in the world, the Semper Opera, where they were present for Verdi’s powerful *Nabucco*, and Mozart’s delicious *The Magic Flute*.

Five-star accommodations, fine dining at top restaurants, outstanding music and Alan’s commentary made this a glorious journey through the musical and historic landscapes of one of Europe’s premier destinations!

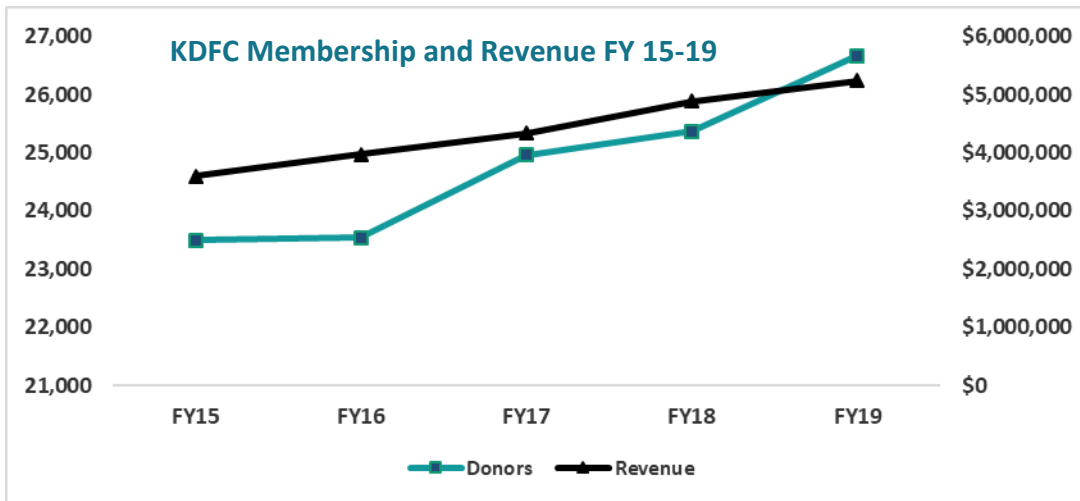
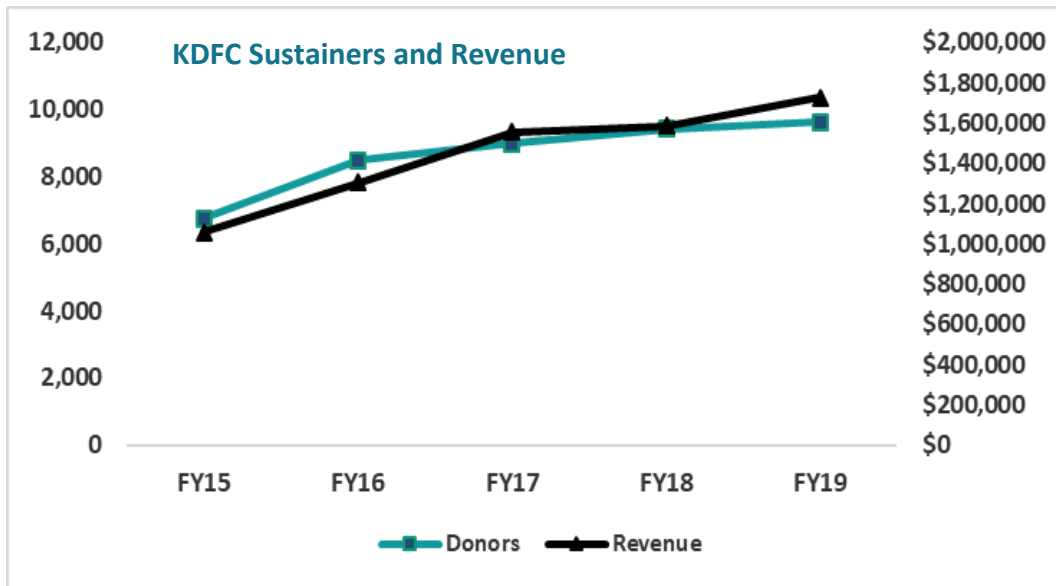


A view from atop the Frauenkirche and the tour group

To receive notice of future tours, become a part of the KDFC Leadership Circle or Beacon Society. Details can be found on our website at [www.kdfc.com](http://www.kdfc.com).

# Annual Giving

KDFC remains humbled by the generous support our listeners have provided over the past years. You believe in the service that KDFC provides. It is because of this unwavering support that development/membership accounts for over 80% of the station's operating income. Your support allows us to offer and keep great classical music on the radio in the Bay Area. Below is a chart representing KDFC's membership growth and sustainer revenue since 2015.



Development

# Leadership Circle

## KDFC Leadership Circle

KDFC is honored to recognize members of the Leadership Circle who are committed to the station's mission and initiatives to ensure future generations are able to enjoy classical music.

### Guarantor (\$10,000-\$24,999)

Anonymous (3)  
David Berger  
Lois De Domenico  
The Charles and Frances K. Field Fund  
Cynthia Hersey  
Nancy Mueller  
Sack Family Fund  
Koret Foundation  
Montgomery Family Foundation  
People's United Wealth Management  
Bob A. Ross Foundation  
Sakana Foundation  
Springcreek Foundation  
Hugh Stuart Trust

### Patron (\$2,500-\$4,999)

Anonymous (7)	Dorothy Lurie
Anne and Andrew Allen	Susanna and Frank MacDonald
Laima Baltusis and Daniel Iverson	Clay Felchlin McGuire
Carol and Bill Beck	Robert E. and MarLynn Millick
Sandra and Paul Bessieres	Gloria Miner
Mical A. and James R. Brenzel	Tashia and John Morgridge
Toby Mickelson and Donald Brody	Percy Mueda
Dr. Randolph Chase	Peggy and Boyce Nute
The Chuang Family	Elsa and Neil Pering
Mitchell-Coe Family Trust	Lona Larsen Poehlmann
Jane A. Cook	Cheryl Sorokin
Joseph Correia	Mark Stevens and Mary Murphy
Steve and Pat Emslie	Alice and Gordon B. Swanson
Michele Goss	Edith Sweet
Jerre Hitz	Charlotte von der Hude
Barbara J. Kerr	Nancy Wolfe
Diana Koin, MD	
Wendy and Bill Lueth	

To become a member of the KDFC Leadership Circle please call JooEun Lee—415-546-8503

### President's Circle (\$25,000 + )

Brigid Barton  
Karen Lee Finney  
Dr. Morton Grosser  
Alene S. and Samuel M. Hedgpeth  
William and Flora Hewlett Foundation  
The Bernard Osher Foundation

### Benefactor (\$5,000-\$9,999)

Anonymous (6)	Mary Kay Kane
Catherine and Duncan Beardsley	Jack Levine, MD
Stanley Chism	Jennifer MacCready
Nancy Christman	Maya Manny
Jacqueline Desoer	Joseph O'Neill
Jane and Herb Dwight	Judith Seeger
Martin Gaehwiler	
Lorraine and Nobel Hancock	
Daniel Hertz	
Sandra and Stephen Janachowski	

*"My husband and I listen to KDFC daily, even when we travel. The joys of great music and familiar voices are so welcome in our lives! Thanks for helping to create community in the Bay Area."*

—Brigid Barton

*"My love for Classical Music is all the incentive I needed to support KDFC and the people that work at KDFC. They are the absolute BEST because whenever I have a personal question or need help Bill Lueth and Dianne Nicolini is always there for me".*

—Karen Lee Finney

*"I am a fan of classical music and a loyal supporter of the Bay Area's Classical Radio Station KDFC. In fact, I enjoy KDFC in my home 7 days a week! It is my island of sanity in this confusing world*

—Lois De Domenico,  
Annual Fund and  
Building Campaign donor



## KDFC Beacon Society

KDFC honors members of the Beacon Society, dedicated individuals who have made an important decision to name KDFC as beneficiary in their estate plans. Many of these future gifts may be used to build endowment that may ensure classical music for future generations.

If you have already included KDFC in your estate plans or are interested in learning more, please visit our website at [kdfc.com](http://kdfc.com) or call 1-888-966-5454.

Anonymous (6)  
Elsa and Neil Pering

## Introducing KDFC's New Home at the Ute and William K. Bowes, Jr. Center for the Performing Arts



In February, 2019, KDFC and the San Francisco Conservatory of Music (SFCM) have announced a new and unique collaboration. SFCM invited KDFC to join them in relocating their current broadcasting facility to the new Bowes Center for Performing Arts, under construction in the hub of the San Francisco Arts District.

Located across from Davies Symphony Hall, the new broadcasting center will be visible from Van Ness Avenue on the 2nd floor, positioning the station among our prominent Bay Area arts partners.

The new space allows us:

- 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; and
- Quality space to create a digital hub of activity that uses technology for greater impact and expands our reach.

For more information regarding the KDFC Building Fund and how to get more involved, please contact KDFC's Director of Major Giving, Lori Burrill at [lburrill@kdfc.com](mailto:lburrill@kdfc.com) or call 949-439-8582.

Beacon Society / KDFC New Home

# USCRG Board of Councilors

**Robert (Bob) Abeles** (Interim Board Chair) is currently Senior Vice President, Emeritus at the University of Southern California. In June 2016, he retired from USC after serving as Senior Vice President, Finance, and Chief Financial Officer since January, 2009. 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, and also serves as a director of Western Asset Funds, a large fixed income investment manager, in Pasadena, California. In addition, he serves on the Board of Councilors of the USC Rossier School of Education and is Audit Chair of Great Public Schools Now, a California not-for-profit organization dedicated to ensuring all Los Angeles students receive a high-quality education by accelerating the growth of quality public schools.

**David J. Berger** is a member of the Board of Directors at Wilson Sonsini Goodrich & Rosati and a leader in the firm's corporate governance practice. He specializes in representing officers, directors and shareholders in corporate control contests, mergers and acquisitions. David also serves as counsel to a number of private equity firms, including Francisco Partners. He has taught corporate governance, mergers and acquisitions and related classes at institutions such as Harvard Law School, Stanford University's Directors College, Stanford Law School, UC Berkeley Boalt Hall School of Law, and Duke University's Director Education Institute. He also maintains an active pro bono and public service practice. David has served on the Board of Directors of the California Culinary Academy as well as the Smuin Ballet, Legal Aid Society Employment Law Center of San Francisco, and the Legal Community Against Violence.

**David Brown** was named interim senior vice president for university relations at the University of Southern California in October 2018. In this role he provides strategic direction and leadership of USC's efforts to continuously improve its relations with external and internal stakeholders. His portfolio of responsibilities includes government relations, public relations, community outreach, and USC's thirteen public radio stations. For the past six years, he has served as associated senior vice president for USC federal relations, based in Washington, D.C. In that role, he was the university's chief advocate on all legislative and regulatory matters related to higher education and student aid policy, federal research funding and healthcare policy.

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

**Corey Field, Esq.** is a widely regarded entertainment and intellectual property lawyer, legal writer, teacher and scholar. In addition to his law firm, Corey Field Law Group, P.C., where he practices entertainment, media, copywrite and trademark law for worldwide clients, he is a lecturer in law at the USC Gould School of Law. His industry leadership includes serving as a former president of The Copyright Society of the USA (New York) the world's leading copyright law organization and service as director and trustee on boards including the BMI Foundation and The Kurt Weill Foundation. He currently serves as outside counsel for the Sundance Film Festival and Sundance Institute. Before becoming an attorney, he received a Ph.D. in music composition from the University of York, England and worked for over ten years as an executive in the international classical music publishing industry.

**Natalie Klein** attended Pennsylvania State University where she received her bachelor of science in civil engineering. Throughout her professional career, she has worked in process manufacturing, oil and gas related industries, as well as the computer hardware and software fields. She has volunteered in a variety of positions in the local schools and surrounding communities including co-chairing the Development Committee for Stanford's Bing Nurse School. In addition, she is engaged in a variety of non-profit work and volunteers on various committees at Sacred Heart Preparatory where her youngest son was enrolled. Currently she is a board member of the Heroic Imagination Project, a non-profit dedicated to inspiring and teaching people how to become everyday heroes. Natalie and her husband, Ken, are actively involved at the University of Southern California where they founded the KIUEL Institute, an organization focused on undergraduate student leadership and student life. Her interests include reading, listening to classical music, designing women's clothing, running, painting and gardening.

**Julia Torgovitskaya Rapoport** is president of iCadenza & CEO of Cadenza Artist Management, a consultant for arts leaders and organizations, with particular expertise in motivation, empowerment, and team dynamics. She has extensive consulting experience, and uses her training in the Bianchard Companies model and Nancy Kline's Time to Think method to work with her clients in developing strong business practices and solid team dynamics. Julia is passionate about introducing artists to the concept of approaching their career development with an entrepreneurial mind set and using proven business concepts for their personal career success. Julia is a trained opera singer and earned a Master of Science in Executive Leadership from the University of San Diego. In addition to the Board of Councilors she also serves on the board of Ohana Arts.

**Jennifer Rosenfeld** is co-founder of iCadenza, a consultancy and online education platform that helps classically trained musicians pursue successful and fulfilling careers and the co-founder of Cadenza Artist, a talent agency representing classical, jazz and world music artists, dance companies and multi-disciplinary projects. She has also worked with arts organization leaders on creating a culture of innovation and developing promotional and strategic initiatives. She trained as a pianist and sings with the Stanford Chamber Chorale. She earned her BA from Stanford University in History and Slavic Languages and Literatures and is pursuing a JD/MBA from Stanford Law School and Graduate School of Business. She also teaches a course at Stanford and sits on the board of directors of the Los Angeles Philharmonic Association.

**William E.B. Siart** is 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 a trustee, chairman of the finance committee, member of the executive hospital finance 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 the 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 Berkeley.

**Leonard (Lee) Walcott** was Vice President and Managing Director of The Ahmanson Foundation from 1987 until his retirement in March of 2008. Prior to holding that position he was Director of Upper School at Marlborough, chair of the Fine Arts Department and instructor of Advanced Placement Art History. He then spent one year at Campbell Hall School. A former trustee of Marlborough, Campbell Hall and the Ahmanson Foundation, he now serves on the advisory boards for UCLA's William Andrews Clark Memorial Library and the California Rare Book School as well as the UCLA Centers for Medieval and Renaissance Studies and 17th and 18th Century Studies.

**Martha Welborne** is currently a Senior Advisor at HR&A Advisors, an industry-leading real estate, economic development and public policy consulting firm. She was recently the Chief Planning Officer at the Los Angeles County Metropolitan Transportation Authority (METRO) departing in January 2016, where she led a staff of over 200 in planning the long-range future of transportation in the County. She also oversaw Metro's real estate department, regional capital development activities, the management of all grants, and a variety of strategic initiatives. She is a member of the College of Fellows of the American Institute of Architects and has also served as President of the Los Angeles Chapter of the American Institute of Architects. She also has previously served on the Board of Councilors of the School of Architecture at USC.



## USCRG Board of Councilors

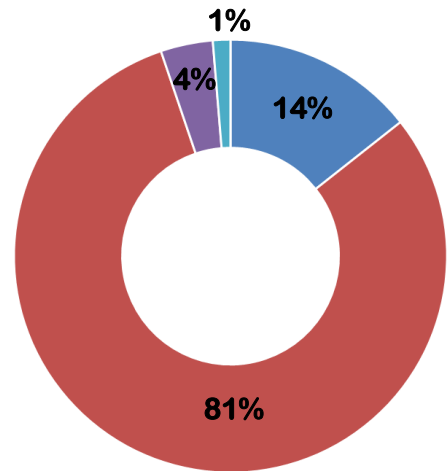
# 2019 KDFC FINANCIAL OVERVIEW



## Revenue

■ Development	\$ 5,387,196.15
■ Underwriting/Sponsorship	\$ 962,849.15
■ Government Funding	\$ 260,993.00
■ Other	\$ 87,868.97

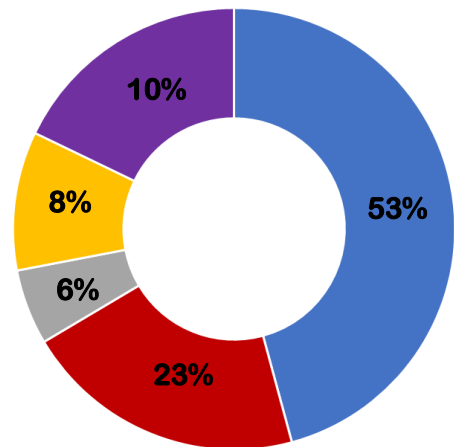
**Total Revenue \$ 6,698,907.27**



## Expenses

■ Development	\$ 1,468,014.62
■ Underwriting/Sponsorship	\$ 389,345.24
■ Content/Engineering	\$ 3,394,278.13
■ Other	\$ 662,153.60
■ Administration	\$ 491,201.01

**Total Expenses \$ 6,403,991.63**



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

# KDFC Team



## **Judy McAlpine**

USC Radio Group President

## **Bill Lueth**

President, KDFC,  
Vice President, Marketing &  
Sponsorship

## **Mark Steinmetz**

Vice President of Content

## **Justin Collard**

Chief Technology Officer

## **Minnie Prince**

Chief Philanthropic Community  
Development Officer

## **Rina Romero**

Senior Business Officer

## Administration

### **Veronica Jimenez**

Budget/Business Technician

### **Maribel Lepe**

Budget/Business Technician

### **Helene Sarrow**

Administrative Assistant

### **Ricardo Barton**

Administrative Assistant

## Underwriting/Sponsorship

### **John Leathers**

Sr. Manager, Underwriting &  
Corporate Sponsorship

### **Jennifer Ishii**

Underwriting Sponsorship Sales

## Community Engagement

### **Gail Eichenthal**

Senior Director of  
Community Engagement

## Development

### **Lori Burrill**

Director of Major Gifts

### **JooEun Lee**

Major Gifts Officer

### **Jaime Cisneros**

Database Administrator

### **Nicole Coe-Gonzales**

Gift Processing Supervisor

### **Susannah Hutchison**

Gift Processing Coordinator

### **Lilly Lau**

Development Coordinator

### **Nicole Massingale**

Customer Service Coordinator

## Engineering

### **Steve Coghill**

Director of Operations

### **Cliff Nielsen**

IT Specialist

### **Ron Thompson**

Director of Engineering

### **Bill Kappelman**

Director of Compliance

### **Steve Sevy**

Operations Coordinator

## KDFC Digital

### **Jonathan Bibayan**

Web Developer

## Content

### **John Van Driel**

Sr. Content Director

### **Rik Malone**

Assistant Program Director

### **Jeffrey Freymann**

Arts Producer

### **Blake Lawrence**

Music Director

### **Stephen Page**

Production

## On-Air Host

### **Rich Capparella**

**Linda Cassidy**

**Alan Chapman**

**Jennifer Miller**

**Dianne Nicolini**

**Robin Pressman**

**Jeffrey Thomas**

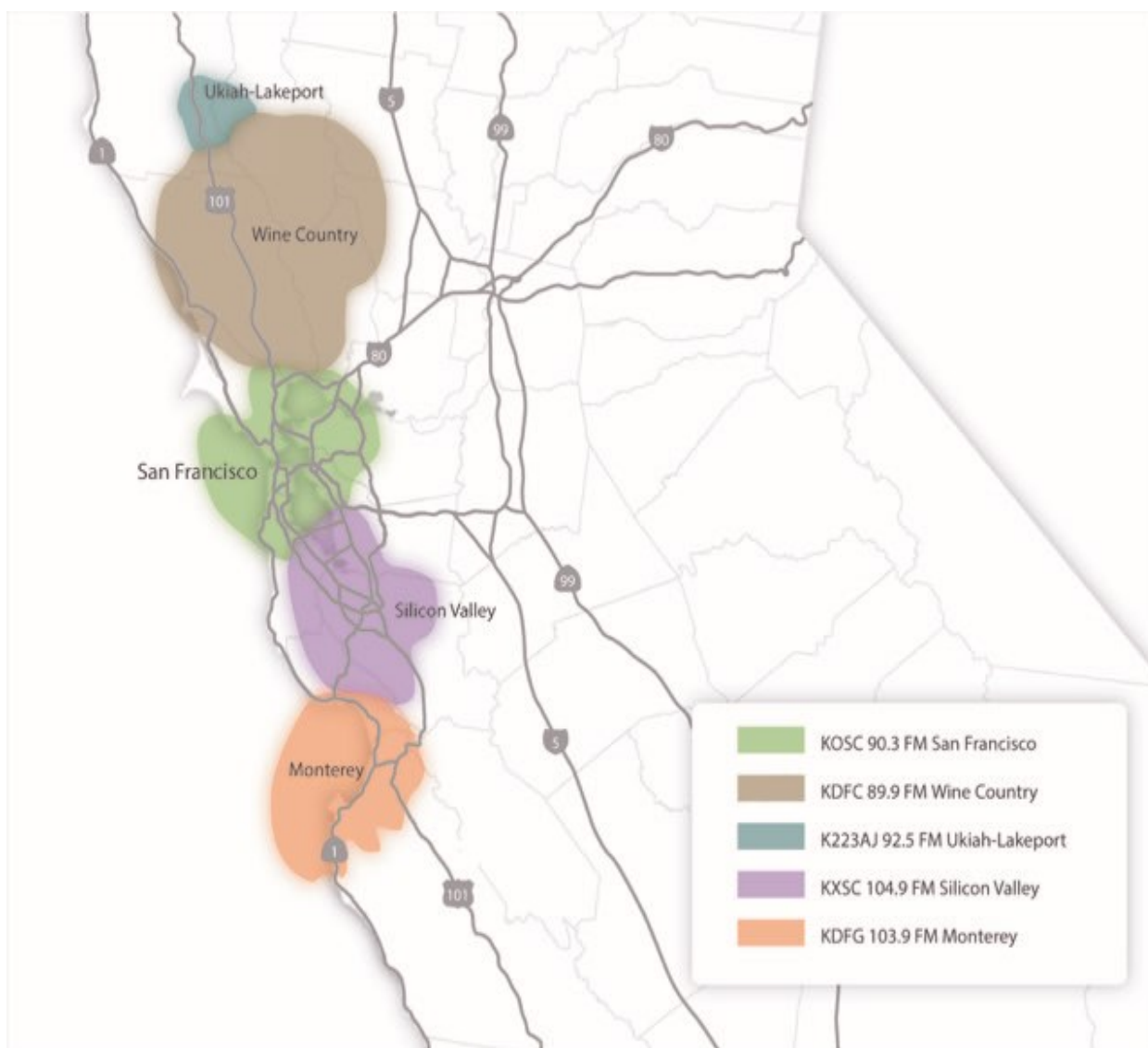
## Special Project Team

**Chrysanthe Tan**

**Thomas Kotcheff**

## Map of Coverage

KDFC transmits its programming from five transmitters—KDFC 90.3 San Francisco; KOSC 89.9 FM Wine Country; K223AJ 92.5 Ukiah-Lakeport; KXSC 104.9 FM Silicon Valley; KDFG 103.9 FM Monterey





The Radio Stations of the  
University of Southern California

**90.3** San Francisco

**104.9** South Bay & Peninsula

**89.9** Wine Country

**103.9** Monterey

**92.5** Ukiah - Lakeport