

Annual Report
2015-2016

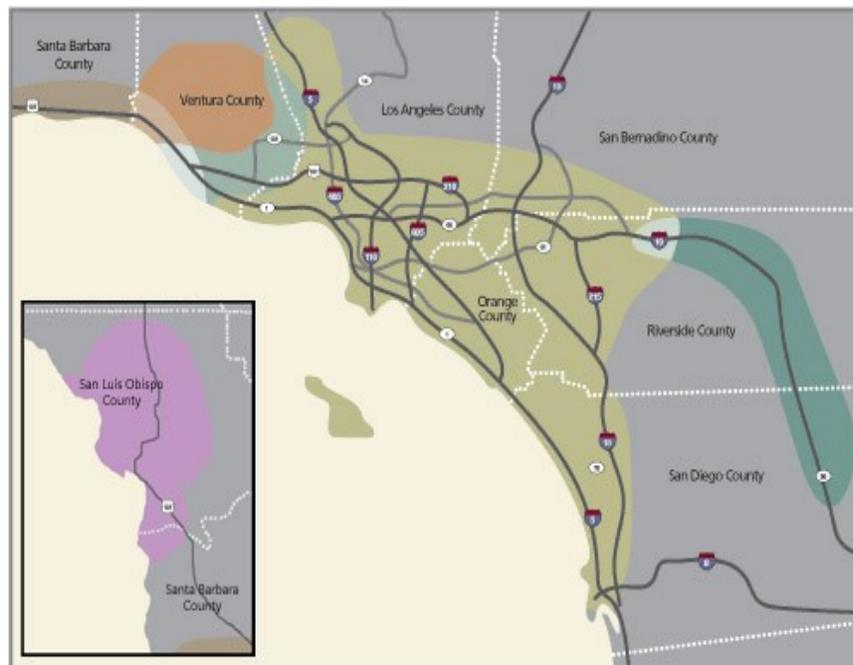


Celebrating
70 Years!

ESTABLISHED 1946

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. 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 KESC 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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USC Radio Group

President, Brenda Barnes



K USC is celebrating its 70th anniversary this year, and this report focuses on our long history of service in the community since 1946 all made possible thanks to the support of listeners. You and other listeners fuel our work with your financial support, your dedication to listening to the station, and the incredible moral support we receive from you as well. Therefore, in this column I am writing about your accomplishments—all that we were able to do in our fiscal year 2016 thanks to your support. First of all in the winter quarter of 2016 KUSC had more listeners than any other public radio station in the country (source: Nielsen Los Angeles Metro Cume, Persons 6+, Mon-Sun 6AM-midnight, Winter 2016). KUSC did not just have more listeners than any other classical station in the country—we had more listeners than any other *public station of any format*. This is a significant accomplishment under any circumstance, but it is especially noteworthy in an election year. Thank you for your dedication to KUSC which is the reason for this achievement.

We have applied to the Federal Communications Commission for permission to purchase a station in Monterey that will carry the programming of our Bay Area stations. We will also acquire a station in Big Sur as a donation in this deal. We are thrilled to add these stations to the other 11 stations that serve Southern California and the Bay Area, ensuring that classical music is alive and well on the radio in the state of California. By the time this is published we should be operating these new stations at 103.9 in Monterey/Carmel and 95.9 in Big Sur.

Because we operate statewide we have the opportunity to work with a large number of arts organizations. To be certain we understand the challenges arts organizations are facing, we convene arts leaders for meetings on a regular

basis. We have learned a great deal from these conversations, and they are changing the way we advocate for the arts. For example, many years ago most classical music performing organizations were able to sell subscriptions for their entire season well in advance of the first concert. They knew the season was a success before it even began. That has changed dramatically.

Life has become much busier, and concertgoers are making decisions about attendance at the last minute. Presenters now find themselves watching ticket sales carefully the day of the performance, biting their nails, and hoping to fill most of the seats. We have heard this same story from large and small organizations throughout the state. Knowing that patrons are making decisions closer to the date of the performance, we are promoting concerts closer to that date. This helps concert patrons understand their options going into the weekend, and it helps organizations fill seats for their wonderful presentations.

FY 2016 has been a year of expansion, which is only fitting as we prepare to celebrate our 70th anniversary. We have attracted more listeners than any other public radio station, cast our net wider with a marketing campaign, and will soon be expanding our Bay Area service to Monterey, Carmel and Big Sur. None of this would have been possible without your support. Please let us know if you have questions and thank you for another great year!

Brenda Barnes

Celebrating 70 Years of KUSC Highlights

1946

KUSC is launched thanks to a generous gift from a University of Southern California alumnus, Captain Allan Hancock. A 250-foot tower is placed atop the Hancock Foundation building on the USC campus. On October 26th, USC students begin broadcasting on an FM band that was so new, they identified themselves as “Frequency Modulated KUSC Radio.”



1947

Though limited to a 10-mile radius from the USC campus, more than 1,000 students nation-wide applied for admission to the USC radio department. Radio Life noted in its

August 17th issue that USC was “the first privately endowed institution in American educational history to own and operate its own radio station and the first to operate both AM and FM stations.”

KUSC Programming

KUSC's on-air promotions engage and delight listeners throughout the year with programming that combines old favorites and new discoveries in interesting ways.

"I simply love your programming and your content. Your program hosts are so wonderful, knowledgeable, and pleasant; they truly feel like dear friends when I turn on KUSC every day. Thank you, in particular, for your "special programming" such as the Top 100 Countdown and KUSC at the Movies specials that you run during the year. They are delightful events to look forward to, and put a different face onto your already wonderful programming." – Scott Collins, Los Angeles

In September, we marked the beginning of the performance season with the **KUSC Fall Arts Preview**. Hosts promoted upcoming concerts all around our coverage area by featuring the music and performers that would be making their way to local concert halls.

My Beethoven Week

In October, we celebrated KUSC's **My Beethoven** week. Every hour during the workday, we played music by the great Ludwig, including listener requests. And the week

ended with a live broadcast of the LA Phil conducted by Gustavo Dudamel playing Beethoven's 5th and 6th symphonies. Throughout My Beethoven week, KUSC's Twitter feed (@ClassicalKUSC) followed the journey of "Little Ludwig" (a Beethoven bobble-head doll). He went sightseeing throughout Southern California—from Palm Springs to the beach and many iconic hotspots in between.



"Never has so much of Beethoven's music been heard by so many in one week. Not even Beethoven himself heard this much of his own music in one week. BRAVO to KUSC." – Frank & Sue in Arcadia

"I've listened to KUSC for 40 years and never have I enjoyed a week of listening as much as I have enjoyed My Beethoven week." – KUSC listener



My Favorite Things Week

We helped listeners do their holiday shopping with a December promotion called **My Favorite Things** week. KUSC's daytime hosts picked their favorite albums of the year and sampled them for listeners throughout the workweek.

1971

The U.S. Office of Education offers a small grant that allows the University of Southern California to hire full-time staff for KUSC and become eligible to broadcast programming of the newly-founded National Public Radio.

1973

Wally Smith, a graduate student finishing his doctorate in communication at the university, became the station's General Manager. After studying the Los Angeles radio market, Smith recognized an outstanding opportunity just waiting to be seized. "It was very clear to me that what this city needed and what public radio was uniquely suited to do was a really serious full-time classical music radio station," he said. KUSC went all-classical on April 2nd and would soon set the national standard for classical music radio.



Jedi Friday

KUSC declared December 18th **Jedi Friday** in honor of opening day of *Star Wars Episode VII*. Every hour from 7am-6pm opened with music from *Star Wars* movies, plus iconic audio clips from the films related to the music about to be played.



Composer John Williams was nominated for a record 50th Academy Award. So in February, KUSC added a special John William's theme to our annual hit promotion *KUSC at the Movies* (and it all kicked off on Williams' birthday). We sampled each of his nominated scores at the top of each hour, and added to the mix some of the other great scores nominated alongside his over the years.

"I just want to take a minute to say THANK YOU for the delightful week at the movies with John Williams!!! It has been such a pleasure, and so nice to hear some of his works that we don't think of or listen to that often. He truly is a classical composer for our age; and wouldn't it be fun if Mozart, Beethoven and some of the other "big guns" of the genre could travel through time and compose for movies?! They'd have a run for their money against Mr. Williams! Again, thank you." – Miriam Warner

"I've now listened all week to John Williams' music. I'm absolutely astounded at the variety and scope of his work. It is a kaleidoscope of breadth and depth -- breathtaking. I've long been a fan of his, but hearing all the movies he wrote for has blown me away. I knew he wrote for many Spielberg movies, and that's mainly how I have known him, but now as the week progresses, I'm hearing films announced that I've seen but somehow didn't realize the music belonged to him -- it is mind boggling. How could I have NOT absorbed that!! I'll have to see those films again and be more aware! I remember loving the music but never really grasped who was behind it. Now I am."

– Robin Beaman

The Great Outdoors Week

In March, we celebrated spring with KUSC's **Great Outdoors** week—from the Grand Canyon to the Alps, and from the sea to the season of Spring, we played music inspired by natural beauty kicking off on the first day of Spring, Monday March 21, and throughout that week.

The KUSC Top 100 Countdown

In April, we held our second annual *The KUSC Top 100 Countdown*. We asked listeners to vote for their favorite pieces of classical music and then counted down the top 100, creating Southern California's biggest classical music survey. Beethoven's Symphony No 9 ultimately came in at Number 1—for the second year in a row!

"As always, loving the KUSC Top 100 Countdown. My daughter, who is at Cal Poly Pomona, is the real fanatic. We are having fun emailing back and forth, rooting for our favorites and enjoying the rest. Keep up the great music!" – Lori Stanley

70 Years of KUSC

1976

The Corporation for Public Broadcasting awarded KUSC a five-year, \$750,000 major market expansion grant — the first such grant in the nation. The funds helped attract major audiences to public radio and established a downtown L.A. space for full-time professional announcers, producers and engineers. KUSC also signed on in stereo. from its new transmitter on Lookout Mountain above Hollywood, expanding its audience potential to 12 million people.

KUSC: a cultural asset to the city

BY BENNY SARDONCHIAN
Emmission Editor

In a cosmos of unrelentless advertising and saturated radio programming, KUSC-FM-89.3 is a sound for sure ears. Not since the completion of the Music Center has any organization been so dedicated to the cultivation of the arts in Los Angeles. KUSC has become a centralizing force in bringing together activities in the theatre, dance, music and literature.

As Dr. Wallace Smith, general manager of KUSC, put it, "KUSC can do for the arts what television did for professional football."

Though KUSC offers a wide variety of programming, it is by no means a station for the everyday radio listener. KUSC is geared toward the culturally-minded intellectual who possesses an understanding of fine arts.

"Anybody who loves classical music will appreciate what we're trying to do," said Dr. Smith.

"We have the potential to be a leader in the area. We can help develop L.A.'s cultural assets by exposing local art to the public."

However, KUSC's efforts to become a cultural asset to the community have been hampered



OPTIMISTIC BOSS—Dr. Wallace Smith, general manager of KUSC, is confident about the future of the station. Once it solves its technical problems, Dr. Smith feels KUSC can become a cultural leader in the community. (CF photo by Bob Chavez.)

Broadcasting and private donations. The budget is a far cry from the \$100,000 the station had

Smith said that without a new transmitter, KUSC can't begin to

versity is needed for KUSC to survive.

"Without being cynical, most of our plans have gone awry because the university hasn't been able to support us financially. I know it's difficult for the administration to decide where to put its money to the best use. KUSC is an expensive asset and there are other priorities in the university. But so far they haven't been able to supply us with what we need."

Despite its shortcomings, KUSC manages to produce a number of excellent programs. "All Things Considered," a 90-minute news magazine along the lines of WGBH, is as in-depth as a news show can be. Produced daily in Washington D.C., the broadcast deals with pertinent topics of the day and devotes an average from 20 to 30 minutes to each story, a rarity among news programs.

The station also features three new programs of similar quality this fall. "In Conversation," made possible by a grant from Mobil Oil, is a feature program that interviews prominent people in various arts.

Another new program is "From the Center," which consists of tapes, dialogs and lectures from the Center for Democratic Studies to Kevan Parkers

as well as being a respected musician," said Dr. Smith. "Christie knows radio programming from the back of his hand. He's a tremendous asset because he knows everybody in the classical music field. A true advocate of taste and quality."

Though the station is now of high caliber, KUSC has had sporadic success in the past. The station came into existence in 1946 when Alan Hansen wonned the community to enjoy his string quartet and applied for the license for the university.

KUSC went through major surgery 2½ years ago when USC students, who were running the station on a rock 'n' roll format, approached the Corporation for Public Broadcasting for a grant. The grant was approved and in July, 1972, KUSC switched to a strictly classical music format.

"The reason for the switch was that there was no real service to the classical music listener in the area. We felt that the station would benefit more by making the switch, primarily because there are over a dozen rock 'n' roll stations on AM and FM but no good classical stations. That was the only reason," said Dr. Smith.

If KUSC ever solves its financial woes, the station plans to



KUSC begins its first on-air fundraising.

1977

KUSC Programming

Get Away Wednesday

We spent the summer helping listeners explore the world through music on the day they could most use a boost with **Getaway Wednesday**. Every hump day in July and August, we took a musical mini-vacation to a new destination every hour. We asked listeners to share music that reminded them of a favorite trip or dream vacation, or music that just helped them feel like they were getting away.

KUSC at the Beach

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

Off to School/Summer Vacation Request

Every morning during the school year, Dennis Bartel celebrates our littlest listeners with the *Off-To-School Request*. 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 keeps the fun going with a *Summer Vacation Request*.

LA Press Club's National Entertainment Journalism Awards

In November, KUSC's *Arts Alive* (Saturday at 8AM) picked up another Los Angeles Press Club National Entertainment Award. Brian Lauritzen (host), Kelsey McConnell (producer) and Mark Hatwan (technical director) won first place in the Radio Feature category for "Light And Somber Moments with YOLA in Japan"—a report from Brian Lauritzen on his travels with Youth Orchestra Los Angeles in Japan, where they joined the LA Phil on tour.

From the judges: "*Lauritzen's moving and poignant report on the L.A. youth orchestra's joint concert with a Japanese youth orchestra, which was formed after the tragic earthquake and tsunami of 2011, and conducted by Dudamel during a tour of Japan demonstrates how music can bridge cultural differences and bond people together emotionally.*"

KUSC was also nominated for Best Radio Feature for a story produced by Brian about a new piece of music inspired by the home of architect Frank Gehry—the story included interviews with Gehry and the composer, Andrew Norman.

Holiday Broadcasts

KUSC celebrated the sounds of the season with holiday specials throughout December.

- **Chanukkah Lights with Jim Svejda**, 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.
- **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.

70 Years of KUSC

1978

KUSC was on the air 24 hours a day with the largest audience of any public radio station in the country. At this point, the station had become a full-fledged production center, broadcasting Carlo Maria Giulini's first season as conductor of the Los Angeles Philharmonic.

1980

KUSC becomes the first public radio station in Southern California to acquire an up-link satellite earth station. Decentralization of public radio programming for NPR system begins.



1982

The University of Southern California acquires a second KUSC radio station, KCPB, which is licensed to broadcast KUSC's programs to Thousand Oaks and Ventura County. George Lucas gives KUSC radio rights to "Star Wars" which was co-produced with NPR.

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.

- Twelve **Pacific Symphony** concerts, hosted by Rich Capparella.
- Ten concert broadcasts of the **Los Angeles Philharmonic at the Hollywood Bowl**. Produced and hosted by Brian Lauritzen.
- Seven concerts from the **Los Angeles**, hosted by Alan Chapman
- **Santa Barbara Symphony concert**, hosted by Robin Pressman.
- Thirteen concert broadcasts of the **Los Angeles Philharmonic at Disney Hall** produced and hosted by Brian Lauritzen
- **Chamber Orchestra** hosted by Dennis Bartel
- Seven concert broadcasts from the **Los Angeles Master Chorale**, hosted by Alan Chapman
- **Santa Barbara Chamber Orchestra** hosted by Robin Pressman.

Weekly Programming

The Request Show—hosted by Alan Chapman
Soul Music—hosted by Brian Lauritzen
A Musical Offering—hosted by Alan Chapman
The Opera Show—hosted by Duff Murphy
Arts Alive—Saturdays 8AM—hosted by Brian Lauritzen
USC Thornton Center Stage—hosted by Alan Chapman
The Record Shelf—hosted by Jim Svejda
Modern Times—hosted by Alan Chapman

Live Broadcast Specials

LA Opera Season-Opening Broadcast Saturday, September 12, 2015

Duff Murphy whisks you to the Dorothy Chandler Pavilion for opening night of the renowned company's 30th anniversary season, featuring General Director Plácido Domingo in the title role of Puccini's comic farce *Gianni Schicchi*, conducted by Grant Gershon, then grabbing the baton to conduct Leoncavallo's *Pagliacci*, starring Marco Berti as the sorrowful clown and Ana María Martínez as his faithless wife, Nedda.

Dudamel Conducts Beethoven's Ninth Friday, September 25, 2015

Live from the Greek Theatre at UC Berkeley, KUSC broadcasts Gustavo Dudamel conducting the Simón Bolívar Symphony Orchestra of Venezuela, Chorus and Soloists in a performance of Beethoven's Symphony No. 9. It's the inaugural concert of the Cal Performances Berkeley RADICAL Series.

Los Angeles Philharmonic: Season-Opening Broadcast, Hosted by Brian Lauritzen and Alan Chapman Friday, October 9, 2015

Live from the Walt Disney Concert Hall, KUSC broadcasts Gustavo Dudamel conducting the LA Phil in Beethoven's Symphony No. 5 and Symphony No. 6, the "Pastoral".

Opera on KUSC

Twenty-three broadcasts from
The Metropolitan Opera.

Five productions of **LA Opera On Air**. The operas aired from May 14, 2015 to June 11, 2015 and were hosted by Duff Murphy.

70 Years of KUSC

1983

KUSC assumes leadership in founding and developing the American Public Radio network.

1985

The University of Southern California is licensed to build and operate its third radio station KSCA Santa Barbara.

1984

KUSC becomes a “super station” by acquiring two stereo channels on an earth-orbiting satellite and broadcasting the Olympic Arts Festival and New Music LA live to the nation.

1986



KUSC Celebrates 40 yrs of broadcast service

KUSC/KCPB GET OLYMPIC ASSIGNMENT

By DENNIS McDOUGAL, Times Staff Writer

The official station(s) of the Olympic Arts Festival will be KUSC-FM (91.5) and its sister station in Thousand Oaks, KCPB-FM (91.1), it was announced Tuesday by the Los Angeles Olympic Organizing Committee.

Beginning June 15, KUSC will broadcast delayed tapings of 18 festival events, including presentations of the Chamber Music Festival, Contemporary Music Festival, Independent Composers Project and

all three performances of the Royal Opera Company: “Turandot,” “Peter Grimes” and “Die Zauberflote.”

Taking a tip from the National Football League, the LAOOC has forbidden KUSC from broadcasting live broadcasts—with one exception—for fear that it could hurt the festival’s ticket sales. Except for the July 27 “Prelude to the Olympics—A Gala Concert,” each of the festival performances that KUSC chooses for broadcast will be delayed at least two weeks.

The July 27 concert, featuring Los Angeles Philharmonic Orchestra interpretations of folk music, fugues and John Williams’ “Olympic Fanfare,” will be broadcast live from the Hollywood Bowl. Superstar tenor Placido Domingo will also be part of the program.

KUSC General Manager Wallace

Please see FM, Page 8



Classical KUSC Social Media

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: More than 30,500 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.



Twitter: Approx. 10,300 people "Follow" @ClassicalKUSC on **Twitter** to keep up with what's going on at the station, get a peek behind-the-scenes and learn more about the arts news stories we're following. We reached a Twitter milestone this year when our number of followers broke 10K.

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

- | | |
|-----------------|----------------|
| Alan Chapman | @Stravinskyite |
| Brian Lauritzen | @BrianKUSC |
| Dennis Bartel | @DennisBartel |
| Gail Eichenthal | @KUSCGail |



70 Years of KUSC

1987

KUSC signs on from a new transmitting facility on Flint Peak high above Pasadena. With power boosted to 25,000 watts, KUSC reaches new audiences to the east and south, more than doubling its potential listenership.



1988

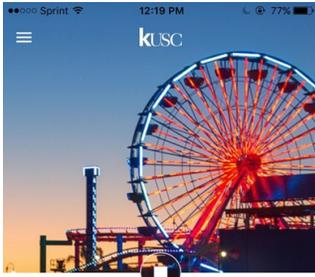
University of Southern California is granted a license to construct a new station to serve desert communities. Construction begins on KPSC in Palm Springs.

1989

Santa Barbara station KSCA is renamed KFAC after the commercial classical station with those call letters goes off the air. KUSC doubles its audience and becomes the first public radio station in America to surpass the 500,000 listener mark. •KPSC Palm Springs debuts on the air. •KUSC introduces “new sound of classical music” in response to changing technologies, demographics and audience use of radio.

iPhone + iPad Update

Classical KUSC recently updated its iPhone app to include a suite of new features including a photo gallery with photos of Southern California, a sleep timer, the ability to favorite a piece as well as stories about our most note-worthy composers.



REQUESTS AT NOON
WITH ALAN CHAPMAN

Amilcare Ponchielli

La Gioconda: Dance of the Hours



Johann Vanbal
Symphony

Frederic Chopin
Variations on "La Ci Darem La Mano"

Camille Saint-Saens
Piano Concerto #5 "Egyptian"

Wolfgang Amadeus Mozart
Piano Concerto #14

Edward Elgar
Enigma Variations: Variation #9 (N)

Pablo de Sarasate
Carmen Fantasy

Edit

KUSC

Franz Schubert

Symphony #6 in C D
589

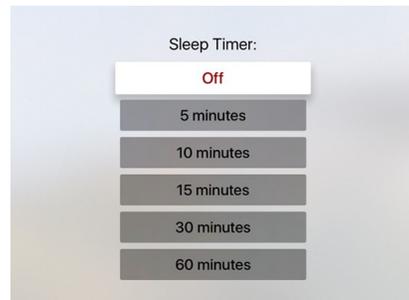


Franz Schubert

D.O.B 1-31-1797 D.O.D 11-19-1828



Franz Schubert is the patron saint of all those whose genius goes unrecognized during their lifetime. The composer of nearly 1,000 works in his brief 32 years, Schubert failed to find financial or critical success beyond a small circle of friends who admired him. Today, he is notable for his 600+ sublimely beautiful art songs, but he left masterpieces in nearly every genre, including the symphony and string quartet.



Sleep Timer:

Off

5 minutes

10 minutes

15 minutes

30 minutes

60 minutes

KUSC on Apple TV

The digital team also released Classical KUSC for Apple TV (version 4). Similar to its mobile phone counterpart, the TV app allows you to stream music, learn more about famous composers view photos of Southern California. Simply search for "KUSC" from within your Apple TV to enjoy commercial free music on your HDTV.

70 Years of KUSC

1990

KUSC acquires sole production responsibility for the top-rated nationally distributed business news show *Marketplace* and builds new studios to house its production team.



KUSC
Introduces
The KIDS Club

1992



1993

April 5, 1993, after nearly two decades, the KUSC transmitter is relocated to Mt. Harvard, enabling the station to provide full broadcast service to its listeners from a premiere mountain top location.



1996

celebrates the composer whose works are leading station into its second half-century with a special tribute that fills the airwaves from Dec. 13 - 20.

celebration of the 226th anniversary of his birth on Dec. 1770, KUSC will fill Southern California's airwaves with music and influences of Ludwig van Beethoven from Dec. 13 - 20. Recommitted to the non-commercial classical format, KUSC-FM and the stations of the USC Radio Network will highlight the rich body of work that made Beethoven arguably the most influential and popular composer of classical music.

"No symphony, classical radio station or record label could survive without Beethoven" said KUSC's nationally syndicated host Jim Svejda. "He is the absolute central figure in classical music. As a conservative in his early years, he summed up the work that came before him, and went on to expand the possibilities of the symphonic form. As a result, Beethoven became a force that influenced everyone who came after him."



After experimenting with a newer, more eclectic mix of classical, jazz, folk and world music, KUSC returned to its roots with an all-classical format. In December, the station celebrated Beethoven's birthday by filling the airwaves with the composer's music and influences for a full week.

KUSC Underwriting

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 2015-16 KUSC Classic Events:

September

- Schubert Unfinished - LACO - Alex Theatre
- Raymonda with Mariinsky Ballet - SCFTA - SCFTA

October

- Beethoven's Ninth - Pacific Symphony - SCFTA
- Mozart & Haydn - LA Phil - WDCH

November

- Piotr Beczala - Broad Stage - Broad Stage

December

- Spanish Brass - Da Camera Society - Bradbury Building
- Bridges of Madison County - Center Theatre Group - Ahmanson Theatre

January

- Shanghai Quartet - The Wallis - The Wallis

February

- Russian National Orchestra - VPAC - VPAC

March

- Mozart Symphony No. 4 - Pasadena Symphony - Ambassador Auditorium

April

- Alexander's Feast - LAMC - WDCH

May

- Yo-Yo Ma - PSOC - SCFTA



Rich Capparella - November 2015 at Broad Stage



Alan Chapman - October 2015 at SCFTA



Brian Lauritzen - February 2016 at VPAC



Dennis Bartel - March 2016 at Ambassador Auditorium



Dennis Bartel - September 2015 Alex Theatre



Alan Chapman April 2016 at LAMC

Corporate Sponsors

As a corporate sponsor of Classical KUSC, your message reaches 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.



70 Years of KUSC

1996



KUSC Celebrates 50 years of Broadcast

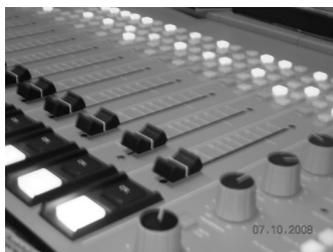
1997



Brenda Pennell Barnes, President of USC Radio, was hired as the new general manager. Prior to coming to USC, Barnes was general manager for a public radio station in Fort Dodge, Iowa; developed a regional network of stations serving northwestern Virginia; and served as general manager of WGUC in Cincinnati, Ohio.

1999

KUSC upgrades studios to digital equipment.



2000

Ownership of Marketplace Productions is transferred to Minnesota Public Radio. USC Retains its name associated with *Marketplace* and *Savvy Traveler* in the opening credits.

F26 FRIDAY, APRIL 14, 2000

Minnesota Public Radio Buys 'Marketplace'

Radio • Purchase from KUSC is part of the St. Paul-based broadcasting organization's plan to make L.A. a center of programming development.

By JUDITH MICHAELSON
TIM SHAY WHITE

Minnesota Public Radio, which took over operation of Pasadena station KPCC-FM (89.3) in January, is announcing today the acquisition from KUSC-FM (91.5) of Marketplace Productions—producers of the signature "Marketplace," public radio's highly successful show about business, finance and the global economy.

According to Bill King, president of MPR, the acquisition is part of its plan to establish Los Angeles as a new creative center for the development of public radio programming.

In addition to "Marketplace," the 11-year-old half-hour weekday show hosted by David Brancaccio, the company produces its spinoff, the "Marketplace Morning Report" with Cheryl Glaser, and "The Savvy Traveler," the 3-year-old weekend magazine hosted by Rudy Maxa. These programs reach 3.7 million weekly listeners on more than 290 public stations.

To oversee program development, King has named Jim Russell, 54, vice president and general manager of Marketplace Productions and whom he has known for nearly 30 years, as senior vice president for national production for MPR. Russell's operation will eventually be based in new studios on Bunker Hill.

"I want the doors to be open to the creative community," King said in an interview from headquarters in St. Paul. "I want Marketplace Productions under Jim Russell's leadership to be a hot house to incubate new ideas based on Los Angeles talent, cultural resources, ideas."

He showed that the production company's name might evolve into something like Los Angeles Public Radio Productions.

Russell, a broadcasting and journalism veteran whose public radio career began as executive producer of National Public Radio's "All Things Considered" in 1971, called the change "a terrific opportunity. Obviously the first mandate is to make sure that 'Marketplace' and 'Savvy Traveler' continue to prosper and to grow. But the main reason in doing this was developing programs that tap into L.A. resources and have a Western sensibility."

The amount of the sale is being withheld at the request of USC, both parties said.

Martha Harris, president of USC Radio and vice president of public relations for the university, said that after intensive study, the university determined it could not meet the production company's needs in terms of technological changes or competition for talent. "We decided it was time for them to be in an environment where the production of national programming for public radio is the central mission of the organization. MPR has the resources and expertise to invest in Marketplace Productions. We believe this will secure Marketplace Productions over the long term and better serve our international audience."

Meanwhile, KUSC General Manager Brenda Pennell said that by May, the station will have dropped all three programs, including "Marketplace." The decision, she said, was solely KUSC's. While not immediately disclosing what would replace the shows, she noted that the change would allow the station, which is operated by USC, to focus on its classical niche.

Still, "Marketplace" will continue to be carried widely in the Southland—on KCRW-FM (89.3) at 2 p.m.; on KPCC at 2:30 and 6:30 p.m.; and on Cal State Northridge's KXSN-FM (88.5) Monday-Thursday at 6:30 p.m. "Savvy Traveler" will now be heard only on KPCC Saturday at 11 a.m. (repeated Sunday at 6 p.m.). The "Morning Report" segment—on KPCC at 4:50, 5:50 and 6:50 a.m.—is duplicated in part on KXSN 7 a.m. and 1 p.m.

With a budget of nearly \$6 million and a current staff of 35, Marketplace Productions will receive up to another \$2 million from MPR in the coming year. A lease for new studios is expected to be signed by the end of the week, and construction on a new all-digital facility downtown will begin. Until completion in about six months, Marketplace will stay at USC. **Please see Radio, F26**

KUSC Engineering

Automation System

In November 2015, KUSC upgraded its entire audio storage and playback system. We are now using WideOrbit Automation for Radio to store and play all programming heard on the stations of the USC Radio Group. KUSC shares programming elements with KDFC in San Francisco, and many of the processes we employ to enter new audio into our storage and playback system and to share elements between both stations have been greatly streamlined by the introduction of WideOrbit. Our music database, MusicMaster, integrates well with WideOrbit, enabling us to easily search for music to play. Our production software, Adobe Audition, also integrates seamlessly with WideOrbit, enabling our announcers and producers to save both single track and multi-track production pieces directly into our storage system, eliminating interim steps required by our previous system.

As part of this upgrade, KUSC also decided to greatly increase the amount of storage space for music. As a result, KUSC is now playing thousands of pristine, uncompressed, CD-quality selections. WideOrbit has also given us the ability to provide "now playing" data to radios during more hours of the day, including the overnights, where we previously could only display the station call letters. This same data will soon be integrated into the KUSC website so that the "Now Playing" display and the playlist page will always present the most up-to-date and accurate information

Technical Documentation and Planning

In addition to an upgraded automation system, the radio engineering and IT team focused on general reliability improvements within the KUSC Technical Operations Center. One side of the KUSC Technical Operations Center houses KUSC's Office IT infrastructure and digital audio library. Engineer Bill Kappelman manages the other side of the Technical Operations Center which



KUSC Oat Mountain Booster Antenna

handles routing of the live broadcast signals and audio playback. The Technical Operations Center is always changing in order to expand production capacity and to improve system reliability, monitoring intelligence and data security. There is a constant need to update documentation.

Santa Clarita Booster

In the field, this last spring the engineering team replaced an aging booster transmitter at Oat Mountain. This systems "fills in" the area of Santa Clarita that cannot get the KUSC's main signal directly from Mt Wilson because of intervening mountainous terrain. Nautel Broadcast provided KUSC with a digital Radio component as well as special support to additionally synchronize the HD signal with KUSC's Mt Wilson signal. This was an upgrade that will benefit Santa Clarita area commuters that own mobile HD radios. This project provided the opportunity for KUSC to work directly with Nautel's research engineer and demonstrate a digital single frequency network in the real world as part of a Beta test project. Results and observations were presented to broadcast engineers from around the United States at the Nautel engineering seminar held at April 2016 National Association of Broadcaster's convention in Las Vegas.

70 Years of KUSC

2001

KUSC moves its studios and offices to three floors of The Manulife Building located at Fifth and Figueroa in Downtown Los Angeles.



The KUSC Board of Councilors is formed to help guide the station's strategic planning. Initial members are: co-chairs, William E.B. Siart, and Robert F. Erburu, Frank Cruz, Robert Attiyeh and Martha Harris.

A new antenna and transmitter are installed at the recently constructed transmission facility on top of Mt. Harvard. KUSC goes on air with its increased, newly licensed 39,000-watt signal.

2000



KUSC begins producing The Los Angeles

2002

Philharmonic concerts for broadcast. These concert broadcast are distributed Nationally; 200 stations carry the program in the first season.

2004

Call letters for two stations are changed: KCPB in Thousand Oaks becomes KDSC; and KFAC in Santa Barbara becomes KQSC.

KDSC-FM 91.1 Thousand Oaks

KQSC-FM 88.7 Santa Barbara

USC Radio Group



Board of Councilors

William E.B. Siart
(Board Chair)

Robert Abeles, Jr.

Frank H. Cruz

Corey Field, Esq.

Natalie Klein

Thomas S. Sayles

David Strand

Julia Torgovitskaya

Lee Walcott

Martha Welborne

70 Years of KUSC



2004

The Record Shelf host Jim Svejda celebrated his 25th year with KUSC.

2005

Gail Eichenthal, who first joined the KUSC staff as an intern in 1976, returned as KUSC Director of Arts Programming after a 16-year broadcast news career. She was the first woman to host the radio broadcasts of a major American orchestra, the L.A.

Gail Eichenthal joins KUSC-FM

Gail Eichenthal, who resigned her job as a reporter and anchor at news station KNX-AM (1070) last January in a dispute with management, is joining classical outlet KUSC-FM (91.5) as director of arts programming. KUSC said Friday that Eichenthal will oversee production of arts features and specials and will develop a series about the Southern California arts scene. Although she had worked at

KNX since 1995, Eichenthal is no stranger to KUSC or classical music. She began her broadcast career at the station in 1976, first as an intern and later as an announcer, producer and musical programmer. She is a longtime host and producer of Los Angeles Philharmonic broadcasts on National Public Radio.

She said she quit KNX because it was moving away from "hard news."

From a Times staff writer

70 Years of KUSC

2005

The Irvine Foundation awarded KUSC a three-year grant to expand its arts programming.

2006

KUSC launches *Arts Alive*, a weekly Arts Magazine Program.



2006

KUSC Celebrates 60 years of Broadcast Service.



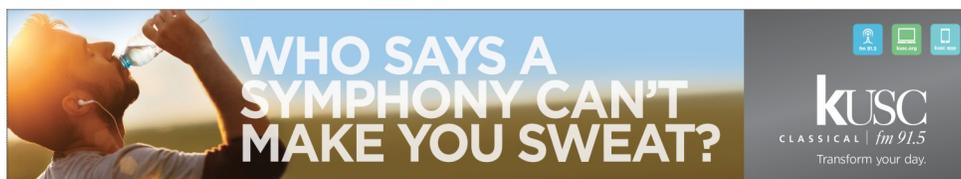
2006

With support from the McCabe Foundation, KUSC sends music education support materials to more than 7300 licensed pre-schools in Southern California.



KUSC Marketing

KUSC stepped up their marketing efforts this year and conducted a more ambitious campaign on the backs of buses in Southern California. Here are the marketing messages we used this spring in case you did not see them:



These messages remind us that classical music can transform all the activities of our lives: work, commuting, exercising, dining and the list goes on. I hope you will remember to tune to KUSC more often and encourage family and friends to do the same.

70 Years of KUSC



KUSC launches a marketing campaign that included a bus-wrap strategy. Ads in LA Times, OC Register, Dorothy Chandler Theatre magazine and the USC Trojan Family Magazine.

2007

KUSC, the university's pioneering public radio station, has been serving up classical music – with a few interruptions – for more than 60 years. In some ways, times have never been better.

In other ways, times have never been more challenging.

Tuning in to the Digital Age

BY KAY MILLS // Photography by Mark Berndt



Classical music, compellingly played by the world's great musicians and enthusiastically described by announcers who "love and live" the music. Special shows, such as "Terezin: Lost Music from the Holocaust" presented on Holocaust Remembrance Day. A weekly arts "magazine" including interviews with and features on artists ranging from painter David Hockney and actress Elaine Stritch to conductor David Robertson and film critic Kenneth Turan.

This is KUSC, now the largest listener-supported classical music station in the country and one of the last bastions of full-time classical music and arts programming on public radio.

There is no doubt that the station is currently on a roll: The latest Arbitron ratings rank it as the most listened-to public radio station in Southern California, ahead of public radio powerhouses KPCC and KCRW; it has had three million-dollar-plus on-air fundraising drives since spring 2007; it picked up 8,000 members and thousands more listeners after K-Mozart, L.A.'s longtime commercial classical music station, changed its format; and it is looking beyond recorded music, both airing and reporting on a growing range of local concerts and other arts events, and exploring new ways of using the Internet.

"It's daunting but also an incredibly exciting time to be covering the arts in L.A.," says Gail

KUSC Development

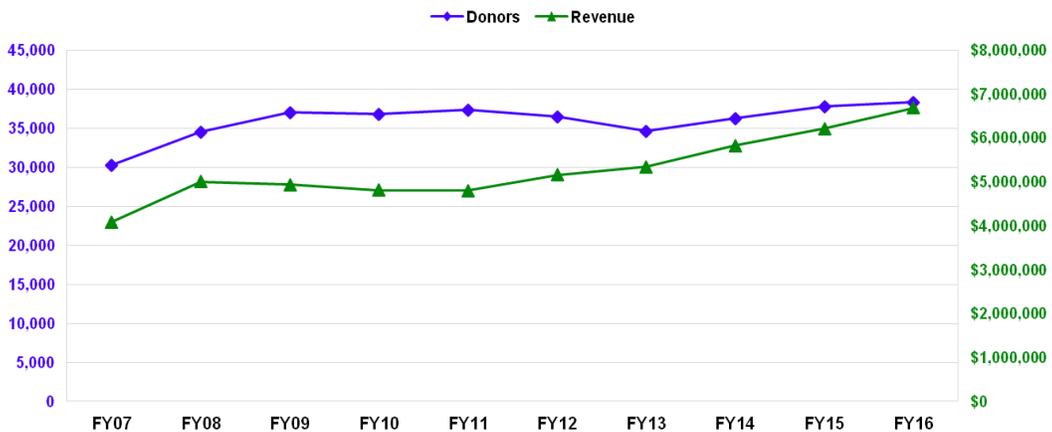
We remain very humbled by the generous support of you and our listeners because **YOU** believe in the service that KUSC provides. It is because of this unwavering support that we can offer and keep great classical music on the radio at KUSC. Membership accounts for **75%** of the station's operating budget.

Our sustainer program, now in its 5th year has increased from 1,322 members in its first year (2011-12) to over 13,500! (see graph below)

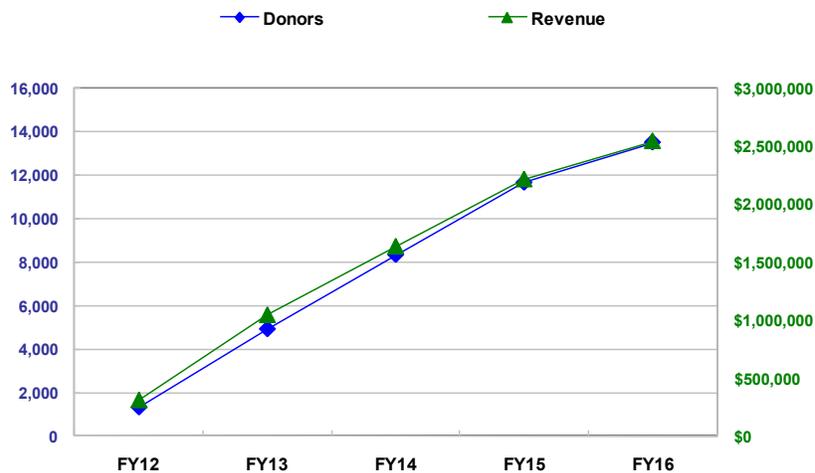
Along with our work on the sustainer program last year, we launched specialized customer service programs to provide you with the best experience possible. Our enhanced Car Donation program continued to grow in 2015-16, KUSC receive over 350 donated vehicles.

Below is a chart representing KUSC's membership and revenue growth since 2007.

KUSC Membership and Revenue 2007-2016



KUSC Sustainers 2012-2016



70 Years of KUSC

2007 KUSC became the only full-time FM classical station in

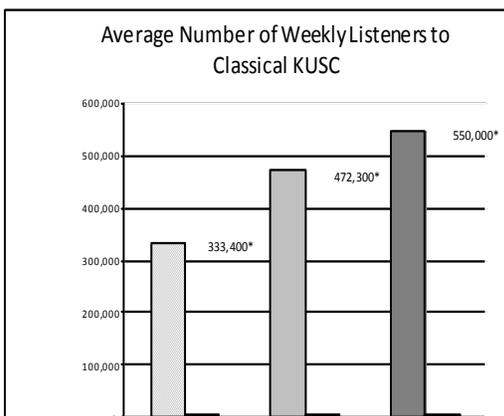


Southern California and raised a record \$1.3

million during its Fall on-air membership drive. KUSC also produced the first live Los Angeles Opera broadcast since the company's inaugural season.

Arbitron ratings indicate that KUSC is the most-listened-to public radio station.

2008



KUSC Reaches New Fund-Raising Heights

The classical radio station's winter membership drive exceeds goals and sets a single-day record for monies raised.

by Meaghan Agnew
meaghan@ksc.usc.edu

RECORDS FELL and expectations were surpassed recently when KUSC-FM raised more than \$780,000 in pledges during its Winter 2003 Membership Drive.

The classical music public membership drive in the station's 25-year on-air fund-raising history.

- BRENDA BARNES

radio station received a total of \$785,993 in pledges during a 10-day period. That sum includes a single-day amount of \$127,386, the highest one-day fundraising total ever reached by the station. The monies raised well exceed an initial goal of \$650,000 and represent the second-most successful membership drive in the station's 25-year on-air fund-raising history.

"It is always wonderful to have a membership drive exceed the goal," said Brenda Barnes, president of USC Radio and

general manager of KUSC. "It is especially wonderful to have this happen during a down economy. It tells us that we are providing a service that is relevant to our listeners and important to them."

The membership drive, which took place from Feb. 20 to March 1, garnered a total of 6,600 pledges. Of those, at least half came from

continued on page 5

INSIDE

Family Matters
 USC in the News and more.....2

2009

KUSC purchases a station to serve the California Central Coast and begins broadcasting.

Lighting made headlines during a rare hailstorm in L.A. when it damaged a KUSC antenna. The station's signal took a hit, resulting in static and interference from other stations.

KUSC defaulted to its backup broadcasting site in the Hollywood Hills until the damage was repaired.



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 October 3, 2016)

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

Anonymous (3)
Colburn Foundation
Arthur J. Geoffrion and Herman H.
Hamer Memorial Fund
Henry and Paula Lederman
William E.B. Siart

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

Anonymous (8)
Herb Alpert Foundation
Johnny Carson Foundation
Sara and Robert Cannon
Dunard Fund USA, LTD.
William Hummel
The Norris Foundation
Dr. Daniel Temianka
Flora L. Thornton Foundation

Composer's Circle (\$5,000—\$9,999)

Anonymous (11)
Nancy E. Barton Foundation
Michael P Checca
Ferguson Foundation
Dr. Suzanne Gemmell
Cornelia Haag-Molkenteller
Mr. and Mrs. Bobby K. Hanada
Barbara Jury
Louise D. Kasch Donor Advise Fund 
William H. Kearns Foundation
The Negaunee Foundation
Sally Gerber Phinny

Composer's Circle continued

Jerome and Toby Rappoport Foundation
Ronus Foundation
Abe and Lori Shefa
Jason Subotky and Anne Akiko Meyers
Joe and Linda Svehla
Jan and Meredith Voboril

Producer's Circle (\$2,500—\$4,999)

Anonymous (32)
Mr. and Mrs. Robert Abeles
Dr. Brenda Barnes and Mr. Bill Barnes
Karen and George Bayz
Laurie Berg
Eve Bernstein
Linda Lee Bukowski
Dennis and Patricia Burke
Julie and Ray Craemer
Norman E. DuFort
James P. Edmondson
Sanford Edward
Louise Grant Garland
Donald P. Gould
Harvey Hoepfner and Bob Richards
Karen Hooper
Thomas C. Hudnut
Charlotte Hughes and
Christopher Combs
Stanley and Charlotte Kandel
Harry & Mayte Kilpatrick
Stuart Klabin
Ted Kotcheff and Laifun Chung
Barbara and Gerald Levey
Mr. Scott Litt
Lillian Lovelace
Sharon and Daniel Lowenstein
Marilyn Magid
Tom and Anne McKerr

Producer's Circle continued

Janice Miller
Christine Ofiesh
Gerald Oppenheimer Family Foundation
Jean Oppenheimer
Michael R. Oppenheim
Susan F. Rice
William A. Sartain
Alexander and Mariette Sawchuk
Dena and Irv Schechter
Robert and Jeanne Segal
Dr. Charlie and Claire Shaeffer
Harvey Shapiro
Christine Splichal
Stephen & Barbara Straub
Simon Strauss Foundation
Robert D. Voit
Lee and Deborah Walcott
Dr. F.N. Zeytin, BioSentinel, INC.

What does KUSC Mean to You.....

“Classical music, intelligently curated and made accessible to everyone, is among society's greatest treasures. Could there possibly be a better destination for my resources than KUSC?”

Absolutely not!”

— Donald Gould, Claremont, Supporter for more that 32 years

“KUSC is not a fair weather friend. It is always there for you in good times and bad, because you ARE KUSC!”

— Norm, Shadow Hills, CA

“Terrific Sounds.”

— Michael P. Checca

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.

**List as of October 7, 2016*

<p>Anonymous (44) Dr. Barbara Ackermann, LCSW Carleen Anderson Jerry and Barbara Andes Oberto Anselmi Dr. Roman Anshin, M.D. Jim and Nancy Bailey Christopher D. Baker Brenda & Bill Barnes Charles N. Baron Terry S. Bateman Dr. Allen Belkind Mrs. Benla C. Bennett Herbert M. Berk William J. Bryan Audrey Steele Burnand Jeremiah & Raun Burnham Dr. Leland S. Burns Bobbi Chifos Dr. Owen G. Clayton Nancy Coleman-Frank Edward & Lisa Cook Dr. Allen J. Curtis Caroline DeMar John R. Oden and Mark Dizik Fantasia Fairchild Theresa and Jeff Ferguson Robert S. Field Delaine Flacy Jeanette Fraser Ronald Fried Robin Friedheim Dr. & Mrs. E. Peter Gabor John & Peggy Garvey Robert L. Glasser Mrs. Deborah Goetzman Meredith Goodwin Donald P. Gould David Grant Tom Greene Heinz Hanau Rod & Nancy Harvey</p>	<p>Robert S. Helfman Martin Bray and Scott Henderson Vera J. Hirtz Annette Hochfeld Terrence Joseph Hughes Barbara Jury Len and Trudy Kapner Doris H. Keniry Steven Katz Nick J. Labedz Donald & Sharon Lafler Belina Lee Lazzar Jocelyn Lee Dennis & Kathleen Lees William Earl Lentz Karl H. Loring Mr. Adolph Maier Hon. Nora Manella Alison Manheim Ms. Susan J. Marks Jim Michaelis Les Modie Daniel A. Moeller Mike and Lorraine Mohill Maury and Barbara Mortensen Donald Brian Murphy Bernard & Faye Pipkin Ernest & Anne Prokopovych Mary Rickman Florence Ridley Francis D. Ripish In Memory of Charles Simon Sarkas Ronald and Barbara Schonfeld Lynette Sim June Smith Max Stolz, Jr. Harvey and Evelyn Stone Joseph & Linda Svehla Robert Thurm Craig & Junior Vickers Margo Villanova Carole E. Walker</p>	<p>Ms. Lois Warshaw Edith Zeller Joemy Wilson and Jon Harvey</p> <p><i>What does KUSC Mean to You.....</i></p> <p>“KUSC has been much more than great music, informative and entertaining hosts and educational programming. KUSC was a companion to my late husband and part of our everyday lives. Our decision to provide financial support to the station was to help insure others the opportunity to have KUSC as a companion in their lives” – Deborah Goetzman</p> <p>“Once I came across KUSC on my car radio in 1965, I became an enthusiastic listener and latter supporter of this invaluable culture asset to our city and beyond. Since then, I can see a new generation learning to appreciate classical music, thanks to the superb broadcasting of KUSC.” — Peter, Beverly Hills</p> <p>“I have supported KUSC for many years and became a Legacy Society member because the station brings beauty and joy to us every day – it is important that this continues.” “Where there is music there can be no evil.” – Cervantes (Don Quixote) —Carole, Los Angeles, KUSC Legacy Society Member</p> <p>“KUSC is educational, like walking thru the great concert halls of the world listening to great music, surrounded by friends and family who all share in the love of music. I am extremely grateful to have such close friend like KUSC.” —Chuck Baron, KUSC Legacy Society Member</p>
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Tours with KUSC

Capital Music! – Sounds of Philadelphia and Washington DC



September 29- October 5, 2015

KUSC afternoon host Brian Lauritzen and Director of Development Minnie Prince led a weeklong tour of great music and national icons in Philadelphia and Washington, DC.

Twenty-six KUSC members were treated to a first class experience - three nights in Philadelphia, PA based at the Hotel Palomar close to the city's heart, Rittenhouse Square. Tours of Colonial Philadelphia, including Old City and Society Hill – The Liberty Bell, and Independence Hall, The Barnes Collection and concert at Verizon Hall in the Kimmel Center to hear Maestro Nezet-Seguin lead the orchestra in Rachmaninoff's 4th Piano Concerto.



Then it was on to Washington, DC where the group made their home at the Palomar Hotel in DuPont Circle. Tours of the wonderful Phillips Collection which host the famous impressionist collection including Renoir's Luncheon of the Boating Party, A day to visit five iconic quick spots along the Mall, on to the Kennedy Center for a performance by the National Symphony Orchestra, a finally a private recital at the University of Maryland featuring Marc-Andre Hamelin.



British Flair! A Week in London

May 29—June 6, 2016

Gail Eichenthal, Chief Engagement Officer and Director of Development Minnie Prince, tagged along with 26 exuberant KUSC members on a fabulous 8-day tour of London.

The Kingsway Hall Hotel was residence to the group as they helped to celebrate an important Shakespeare anniversary, indulged in a scrumptious tea at the Ritz and of course, heard some spectacular music. On the 400th anniversary of the death of Shakespeare, the group attended a performance of Romeo & Juliet – a trip to Garsington Opera and the amazing town of Oxford with its renowned colleges, and Blenheim Palace were also on the schedule. And of course there was great music, the London Symphony Orchestra in Mahler's monumental 2nd symphony, the Resurrection.



70 Years KUSC

2010

Classical KUSC moved into what is now the iconic, 32-story USC building in heart of downtown Los Angeles. With this move came the opportunity to use the Center's 500-seat auditorium for special live broadcasts.



2011



KUSC Announces that it is purchasing two stations in the Bay Area and becomes the only classical radio service for the Bay Area.

2012

KUSC Announces the purchase of a station in Sunnyvale to serve Silicon Valley and San Jose.



KUSC Staff

Brenda Barnes – President USC Radio

Bill Lueth – USC Radio Vice President and Program Director

On-Air Host

Dennis Bartel—Weekdays 6-9 a.m., Saturdays 7-8 a.m. and Sundays 1-4 p.m.

Rich Capparella—Weekdays 4-7 p.m., Saturdays Noon-5 p.m. and Pacific Symphony Broadcasts

Alan Chapman—Weekdays 9 a.m. - 1 p.m., Modern Times, A Musical Offering and Thornton Center Stage

Brian Lauritzen—Weekdays 1-4 p.m., Sundays 11 a.m. - 1 p.m., Soul Music, Arts Alive, LA Phil

Duff Murphy —The Opera Show, LA Opera On Air

Jim Svejda —Weeknights 7 p.m. - Midnight, The Record Shelf

Gail Eichenthal —Chief Engagement Officer KUSC/ KDFC - Sundays 4-6 p.m., special broadcasts

Robin Pressman—On-Air Host

Blake Lawrence— On-Air Host

Programming

Rik Malone - Supervisor of Music Content

Kelsey McConnell - Assistant Program Director

Mark Edwards - Music Director

Mark Hatwan - Production Director

Administration

Rina Romero - Senior Business Officer

Veronica Jimenez - Budget Coordinator

Development

Minnie Prince - Director of Development

Jaime Cisneros - Database Administrator

Nicole Coe - Gift Processing Manager

Susannah Hutchison - Gift Processing Coordinator

Lilly Lau - Development Coordinator

Nicole Massingale - Customer Service Coordinator

Interactive

Chris Mendez - Director of New Media

Engineering

Ron Thompson - Director of Engineering

Bill Kappelman - Director of Compliance

Cliff Nielsen - IT Director

Steve Sevy - Operations Coordinator

Steve Coghill - Director of Operations



70 Years KUSC

2014



KUSC begins operating KDB in Santa Barbara and becomes the only classical service for the Santa Barbara Community.

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 nine and seven years respectively.



Celebrating its 10th anniversary, Arts for LA is the regional arts advocacy organization fighting for arts education for all students, increased public and private investment in arts and culture, and the inclusion of the arts in all aspects of civic life in Los Angeles County.

Its programs include ACTIVATE (an arts advocacy leadership program); ArtsWeek (three days of civic and digital engagement with elected officials); the LA Convergence (an annual cross-sector convening with arts and culture leaders); and ArtsVote (a multi-strategy campaign to engage residents, provide opportunities for public discourse, and bolster civic volunteerism).

Arts for LA is staffed by Executive Director Sofia Klatzker, Deputy Director Charles Flowers, Director of Programs Shelby Williams-Gonzalez, and Program Associate Abril Iniguez-Rivas. In the past year, Arts for LA has doubled its budget, expanding programming, and continues to grow its network of Contributing Members.



Arts High Foundation *Proudly supporting LACHSA since 1985*

Los Angeles County High School for the Arts Foundation (Arts High Foundation) was founded in 1984 to promote the arts and the advancement of young artists by raising and distributing funds to establish and operate a public arts high school in Los Angeles County. LACHSA, a tuition-free, public 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 bridging the gap between available State funding and the actual cost of running LACHSA's award winning, conservatory style arts programs.

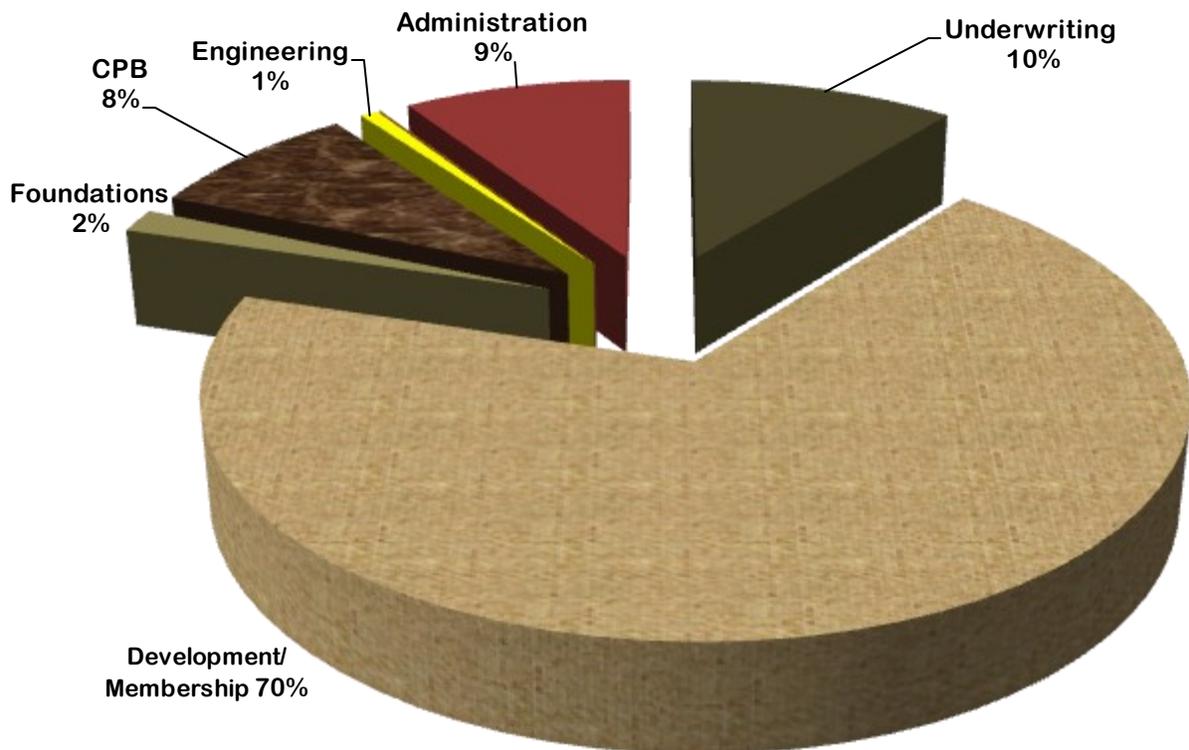
LACHSA is consistently ranked as one of the top arts high schools in the nation. Young artists at LACHSA win numerous local, state, and national awards for artistic achievements and are recruited by the finest arts colleges and conservatories in the nation, often times with full-ride scholarships. Singer 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 continues to develop today's young artists into tomorrow's arts leaders.

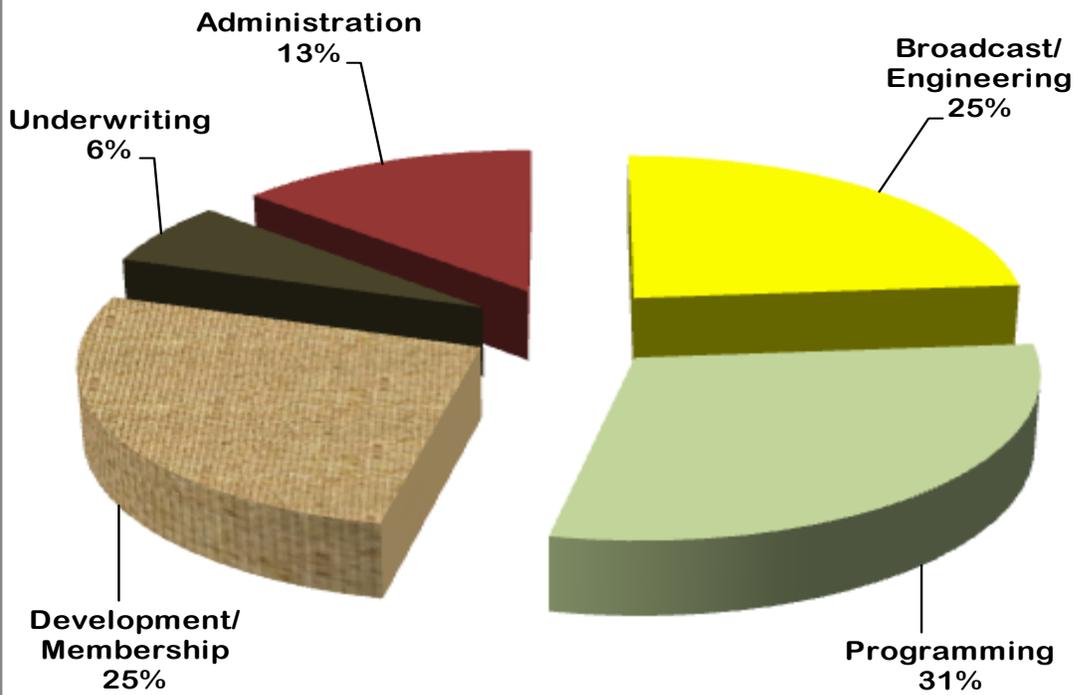
LACHSA Foundation strives to bridge the gap between available public funding and the actual cost of running the extensive arts programming at LACHSA and is staffed by Executive Director, Karen Louis and Development Associate, Alina Borja.

Classical KUSC Financial Information

Sources of Revenue

The majority of KUSC's funding comes from (70%) development/membership and underwriting (corporate) support. Federal funding through the Corporation of Public Broadcasting (CPB) accounted for 8% of budget revenue.





Expenses

The two most important activities for KUSC are creating and broadcasting classical music programming. Together, programming and engineering comprised 56% of KUSC's operating budget.

Transform your day.



kusC
CLASSICAL | *fm 91.5*

Transform your day.



Streaming at www.kusc.org

KUSC-FM 91.5 Los Angeles • KDSC-FM 91.1 Thousand Oaks • KDB-FM 93.7 Santa Barbara
KPSC-FM 88.5 Palm Springs • KESC-FM 99.7 San Luis Obispo