



KUSC
CLASSICAL | *fm 91.5*



Annual Report 2018



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, Judy McAlpine

I am delighted to join the USC Radio Group and to be settling into a new job and a new community. It's been great to get to know my new team, meet several of the local leaders of arts organizations and hear from many of you, our loyal KUSC supporters.

Let me start with a little background about my journey here. I have spent my career in public service media. My professional work has included journalism, entertainment/arts programming and my passion--classical music. I've been both a content producer and a senior manager, overseeing broadcast and digital expansions and the business strategies needed to succeed. My career has taken me to many places, first in Canada at Canadian Broadcasting and then in the U.S. at American Public Media.

Alongside my professional media life, classical music has been a constant, active thread including piano performance and pedagogy as well as a specialty in early childhood music education.

My work with American Public Media connected me with many U.S. public radio stations and I have long admired the many accomplishments of this organization-- KUSC

-- in particular. Strong leadership by my predecessor Brenda Barnes, a committed, talented team and a remarkable community--YOU--have all created a strong service that is respected and admired across the country.

It is such a pleasure to be immersed in KUSC and to see the achievements of the past year. In a time of transition, the interim leadership team kept everything on track and as a result, it has been a very successful year for KUSC. Our radio audiences remain strong and we are growing our audience on digital platforms through our music stream, our app, our website and social media.

We expanded our reach into the community with another wonderful "Kids Discovery Day" at the Natural History Museum where children were able to see live music performances from organizations like the LA Opera or the Street Symphony as well as have fun at the Instrument Petting Zoo. We are adding another Discovery Day at the Bowers Museum with the Philharmonic Society of Orange County this coming year to connect music to even more kids in our community.

This year, we also launched a new initiative--Playground Pop-Ups. Through this program, we were able to bring live music and musicians to schoolchildren in Los Angeles schoolyards and we have plans for more this coming year.

This is all in large part your achievement as well. Thanks to your support as listeners and members, KUSC continues to offer great musical experiences to people throughout Southern California.

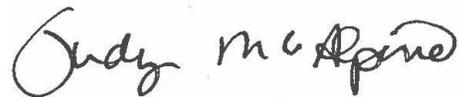
I believe strongly that access to high quality music matters at all stages of our lives. When I read comments from listeners, it is clear that people of all ages care about it, are moved by it and find solace and joy from it. Our KUSC team is thinking very actively about making sure we are creating points of connection for younger people who may never turn on a radio or who may never encounter classical music in an era of diminishing music programs in schools.

We're living in a time of profound social, demographic, political and technological change. Great music has the power to speak to people in ways that words cannot, to build bridges through shared cultural experience. That matters now more than ever.

Thank you for all you have done to build our community through your support of KUSC.

As we look to the future, I welcome your insights and feedback.

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A handwritten signature in black ink that reads "Judy McAlpine". The signature is written in a cursive, flowing style.

Matt Miles, Judy McAlpine and Brian Lauritzen

Content

It's been another eventful year for KUSC. The Request Show was expanded to three-hours from noon to 3 p.m. with Dianne Nicolini. In the Fall, John Van Driel began hosting 6-8 a.m. weekdays and Jennifer Miller was added to our part-time roster hosting overnights on Saturdays and Sundays. We had a few new online initiatives which included *Music for Movie Pictures* by Time Grieving celebrating film scores and their composers. Another was *Open Ears* which highlight composer and musicians who have been forgotten or overlooked for one reason or another through the fog of time.

Weekly Programming

The Request Show: you make requests and Dianne Nicolini plays them every weekday from noon to 3p.m.

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

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

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

Arts Alive (Out and About): A new arts initiative each Monday and Friday covering Southern California.

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

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

At The Beach: Rich Capparella hosts the Friday show from his home studio near the sparkling Pacific Ocean and helps listeners get into a weekend state of mind.



Holiday Broadcasts

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

Chanukkah Lights with Jim Svejda, our annual Chanukkah program, featuring *The Chanukkah Story* with Leonard Nimoy and the Western Wind vocal ensemble, and Handel's *Judas Maccabeus* conducted by Sir Charles Mackerras.

A Festival of Nine Lessons and Carols, KUSC's traditional live broadcast of the beloved 30-voice King's College Choir performing their legendary annual service of music and Biblical readings at Cambridge University.

Los Angeles Master Chorale: A Festival of Carols, songs of the season performed by one of the world's great choruses in traditional and dynamic new arrangements.

KUSC's New Year's Eve Bash, this 7-hour program is our yearly exercise in mirth and mayhem hosted by, who else, Jim Svejda.

Live Content

Live Broadcast Specials LA Opera On-Air:

Live Season-opening Broadcast—
Saturday, September 9, 2017

Duff Murphy and Brian Lauritzen co-hosted a live broadcast of LA Opera's season-opener from the Dorothy Chandler Pavilion-Bizet's *Carmen*.

Opera on KUSC

Twenty-three broadcasts from The **Metropolitan Opera**. The operas aired from December 2017 to May 2018.

Five productions of **LA Opera On Air**—from May 13, 2018 to June 10, 2018 and were hosted by Duff Murphy.

Pacific Symphony Live Saturday, February 24, 2018

Rich Capparella hosts a live broadcast from the Renee and Henry Segerstrom Concert Hall of the Pacific Symphony and the Pacific Chorale performing Mozart's "Magic Flute" under the direction of Carl St. Clair.

Los Angeles Philharmonic Live Season-opening Broadcast Friday, September 26, 2017

Brian Lauritzen and Alan Chapman co-host the opening program of the Los Angeles Philharmonic's 2017-18 season from Walt Disney Concert Hall: *An all Mozart program featuring pianists Yuga Wang and Jean-Ives Thibaudet conducted by Gustavo Dudamel.*

SoCal Sunday Night

Every Sunday evening at 7p.m., 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.

KUSC Kid's Discovery Day LIVE Broadcast Sunday, April 8, 2018

For four hours, Brian Lauritzen, and John Van Driel hosted a live broadcast from the Dueling Dinos hall during KUSC's first ever Kids Discovery Day. They played music perfect for little listeners and interviewed young musicians and a range of music.



LACO Trio at KUSC Discovery Day at the Los Angeles Natural History Museum

Special Content

Listeners value music programming that entertains and enlightens them, and our on-air promotions are one way we engage listeners, have a little fun and maybe even reveal a different side of classical music.

KUSC Love at First Listen

In October, we welcomed fall by falling in love with classical music all over again.

We asked listeners to tell us about that first piece of classical music that really got to them. Then we played back those pieces, along with listener's stories, during our **Love at First Listen** week.



KUSC At the Movies

In February, we rolled out the red carpet for our annual hit promotion **KUSC at the Movies**. We celebrated five decades of movie music with film score favorites from the classics to the newest crop of Oscar nominees.

KUSC My Favorite Things

In December, we helped listeners, looking for stocking stuffers, by sampling our host's favorite CDs of the year during **My Favorite Things** week.

KUSC's Great Outdoors

In March, we kicked off KUSC's **Great Outdoors** week on the first day of spring—from the Grand Canyon to the Alps, and from the sea to the season of spring, we played music inspired by natural beauty throughout the week. We even encouraged listeners to send us their request for music that represented what spring looked like where they were.



KUSC Top 100 Countdown

In April, we held our third annual 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.

And for the third year in a row, Beethoven's Symphony No 9 came in at Number 1.

KUSC TOP 100 COUNTDOWN



VOTE TODAY

Special Content

KUSC Getaway Wednesday



Once again last year, 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 their music that reminded them of a favorite trip or dream vacation, or compositions that just helped them feel like they were getting away.

KUSC's Off to School Request

Every morning during the school year, KUSC celebrates our littlest listeners with the **Off-To-School Request**. We invite children, parents, grandparents and other listeners to make a special request for the trip to school and pick one to play at 7:15 a.m. During the Summer, we keep the fun going with a **Summer Vacation Request**.

SoCal Sunday Night Broadcast

July 2017—June 2018

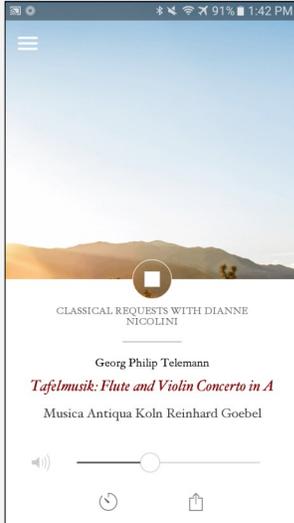
- Twelve Pacific Symphony concerts: seven aired from January 28, 2018 to March 11, 2018 and five more aired from June 17, 2018 to July 15, 2018; hosted by Rich Capparella.
- Ten concert broadcasts of the Los Angeles Philharmonic at the Hollywood Bowl. Concerts aired July 2018 through September 2018; produced and hosted by Brian Lauritzen.
- Eight concerts from the Los Angeles Chamber Orchestra aired from October 2017 to December 2017; hosted by Alan Chapman
- Thirteen concert broadcasts of the Los Angeles Philharmonic at Disney Hall from March 2018 through June 2018; produced and hosted by Brian Lauritzen



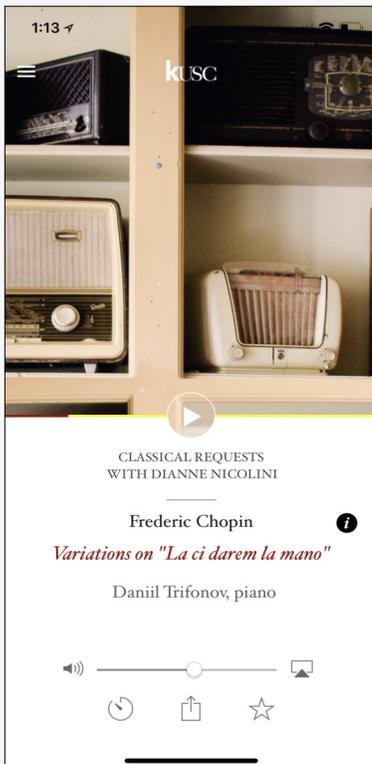
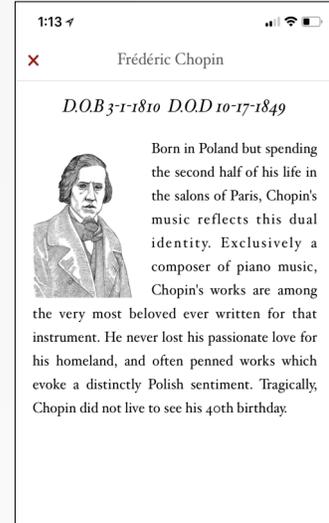


- * KUSC makes my rush-hour commute almost peaceful and drowns out the chaos surrounding me at the office every day. Thank you!*
- * KUSC is literally my wake-up call each morning. Before I connect to the chaos of the world and to my responsibilities and challenges, I hear the uplifting chords of music that inspire me and sustain me throughout the day. And I am grateful.*
- * Very calming relief to handling everyday stress.*
- * I am new to California and KUSC has now become my go-to radio station. Thank you for everything you do.*
- * When I was in eighth grade I was enthralled by this music's beauty. Classical music was never played in our house, so this was quite an awakening.*
- * We are without our own classical station in Miami, Florida. Yours is one of five that I stream and contribute to and fill the gap nicely. I particularly like your summer Wednesday trips around the world and think you should do that year round. Fine music, great hosts; who could ask for more?*
- * Thank you KUSC for providing an island of sanity in radio and internet streaming.*
- * I listen to KUSC exclusively both at home and in my car. I would be lost without it. The DJ's are terrific. They are both informative as regards information about the music being aired and add wonderfully humorous comments now and then. Keep up the good work.*
- * Listening to KUSC makes my rush-hour commute almost peaceful while drowning out the daily workday chaos.*
- * We have been members for years because we love classical music and believe in supporting public radio.*
- * We thoroughly enjoy listening to the classical music you provide on the air everyday.*
- * I grew up in a musical family and classical music is what I heard from a young age. It is delightful to be able to listen in the car or on "Alexa" as I go about my day.*
- * My passion is ballet and music has been an important part of my life. Classical music sets the tone for my day. KUSC programming helps set my mood for the day. And very much needed for all the driving.*
- * KUSC is a welcome respite from the other stressful or mindless broadcasts that fill our radio waves.*
- * KUSC is the only radio station I ever listen to as it is the only station worth listening to. Thank you for a the terrific job you do.*

New Android App Upgrade



We redesigned KUSC for Android from the ground up and it's better than ever! Our newly designed app includes improved streaming, composer biographies, and updated sleep timer and new photos of Southern California. We also upgraded our metadata service so that you can get real-time information on the conductor, orchestra or soloist (when available).



iOS App Upgrade

KUSC for iPhone has received a few new upgrades including real-time information about the conductor, orchestra or soloist (when available). Select the new menu on the top left to find our new program schedule, playlist, event calendar, Twitter feed, Facebook page and more.



Community Engagement

KUSC has intensified its commitment to community engagement and music education over the last two years. We are striving to connect children to live classical music, music instruction, and to other art forms, with a special emphasis on kids who might not otherwise have access to these experiences. We want to enrich young lives, inspire a life richer and more joyous through the experience of art and music, and maybe even inspire a budding musician or artist. But there is self-interest here, too. We are helping create the KUSC audience of the future, ensuring classical radio continues to be relevant. We want their parents as listeners, too and we want to inspire them to help us achieve our mission. During FY18, KUSC produced two major initiatives to help actualize these goals: KUSC Discovery Days at local museums and KUSC Playground Pop-Ups at area elementary schools .

KUSC Discovery Day

These are colorful, high-energy children’s music festivals at museums that cater to kids. The museums agree to offer children free admission for the occasion; KUSC heavily promotes the event (and thus the museum) both on-air and on the KUSC website in the weeks leading up to Discovery Day. Activities include live music performances, musically-themed arts and crafts, and an instrument petting zoo. (The opportunity to pet a wild viola!) We also present a live 4-hour radio broadcast from the site. This fosters the very charming coming together of on-air hosts and the little kids who listen to them every school day in the car. The excitement is palpable! (“Are you John Van Driel?!!!!” asked one 6 year-old.)

The second annual KUSC Discovery Day at the Natural History Museum of LA County attracted more than 4300 people, more—



than 30% higher than a typical Sunday. At this April 8, 2018 Discovery Day event, we welcomed LA Opera singers, LA Chamber Orchestra, Street Symphony Mariachi, an American Youth Symphony duo, and an ensemble from A Place Called Home, among other groups. We also featured the LA Phil’s

instrument petting zoo, and invited arts groups such as the Phil to host their own promotional tables to spread the word about their own family concerts, after-school music classes for kids, adult extension courses, etc. The museum was thrilled with the uptick in attendance as well as the overall joy of music amid the dinosaurs. They immediately invited us

back, we’ll be there again sometime early next year. In the coming year we will also add a second Discovery Day in Orange County at the Bowers Museum in Santa Ana. Orange County is a place of deep KUSC listening. We want to get out and meet our audience...and their children!

Playground Pop-up Concerts

KUSC Playground Pop-Up concerts presents topnotch live performances by professional or pre-professional musicians on public school elementary playgrounds in low-income neighborhoods. These Pop-Up events include curricular materials distributed to teachers or after-school staff in the days leading up to the concert. What's made it possible for us to get right into these schools (5 Playground Pop-Ups so far in Los Angeles since November) is the fact we are partnering both with the after-school program LA's Best, which is in almost 200 LA Unified elementary schools, and also with the LA Unified School District itself. We started at 109th Street and 116th Street Elementary Schools. The impact was great, and palpable. In the five Playground Pop-Ups we've piloted this past year, teaching artists from LA Opera, LA Philharmonic, and Street Symphony Chamber Singers played and sang works of Dvorak, Puccini, Mozart, and songs from music theater. These schools don't have regular access to live classical music. They have asked us to spread the joy among all the South LA schools. We're hoping the project might attract some potential support from donors and foundations.



Underwriting/Sponsorship

During FY18 the Classical KUSC Underwriting and Sponsorship team strengthened its sponsorship opportunities with the local arts community, connecting community organizations with a culturally active audience. The team is also working with commercial sponsors. Classical KUSC's Underwriting and Sponsorship effort plays a vital role in providing necessary funding for station programming while still maintaining a non-commercial, informative presentation.

Classic Events

Classical KUSC during the past ten years has celebrated the Arts and live performances in Southern California with **Classic Events**. These co-branded nights of music continue to provide our audience, members, and donors with up close access to our on-air hosts and the finest venues and performances the Southern California Arts community has to offer.

Arts and Corporate Sponsors

For information on becoming a KUSC sponsor, contact Tim McClellan at 213-225-7450 or tmcclellan@kusc.org.

Classic Events Schedule 2017-18

September 2017

Beethoven's 5th—Pacific Symphony

November 2017

Bernstein On Stage
Valley Performing Arts Center

December 2017

Christmas at the Bradbury
Da Camera Society

January 2018

Baroque Around the World
Pasadena Symphony

February 2018

All-Beethoven with Orchestra of
Enlightenment
Philharmonic Society of Orange County

March 2018

Simone Porter—The Broad Stage

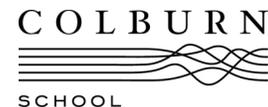
April 2018

Beethoven!
Los Angeles Chamber Orchestra

June 2018

Brahms Requiem
Los Angeles Master Chorale

July 2018



Engineering

Fire Challenges / Damaged Power Lines/ New Studio Console



The California wildfires were a persistent threat to KUSC's Southern California mountain top transmitter operations this last year, but happily the radio facilities escaped damage though there were some very close calls.

Mt. Wilson

In October the fire at Mt Wilson burned nearly to the gates of the broadcast tower complex where KUSC's 91.5 tower and transmitter equipment is located. The Mount Wilson Fire broke out one morning just below the Mt Wilson Observatory and Mt Wilson broadcast facilities which are located high above Pasadena in the Angeles National Forest. We're very grateful that firefighting crews from Los Angeles County and the US Forest Service were able to prevent this fire from damaging the broadcast facilities and the historic observatory complex.



The Thomas Wildfire

The massive Thomas wildfire started in Ventura county last December and the flames came within 15 feet of the KUSC transmitter building that services Thousand Oaks, Ojai and Ventura on 91.1 MHz the day after the fire broke out. The radio equipment was—

not damaged, but the fire did damage power lines and phone lines that fed the tower site and negatively affected our operation for approximately two weeks of off air time at this location. A few days later the Thomas fire burned north and west in to Santa Barbara County to come within a



quarter mile of directly threatening our broadcast facility at Gibraltar Peak (KDB 93.7). Again, firefighting crews were able to keep the fire from damaging KUSC

equipment and other nearby broadcast facilities. Damaged power lines again caused some issues but resulting off the air time was minimal.

KUSC New Studio Console Replacement

One planned project was the replacement of the KUSC live studio console located at our downtown Los Angeles studios. The previous console was used by staff every week day since 2010 and was showing signs of wear. The new audio console integrated seamlessly in to our studio. Regular and routine replacement and upgrade of equipment like this allows air staff to focus on delivering compelling stories and content and removes the distraction of worrying about worn and unreliable equipment.



USC Radio Group Board of Councilors

William E.B. Siart (Board Chair) Chairman of the board of ExED (Excellent Education Development), a non-profit corporation which he founded in 1997 that develops and manages charter public schools. He serves as a trustee, chairman of the finance committee, and 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 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.

Thomas Sayles is Senior Vice President for University Relations for the University of Southern California. He provides strategic direction and leadership for USC's government and public relations, outreach and reputation. He was appointed by Los Angeles Mayor Antonio Villaraigosa to the governing board of the Los Angeles Department of Water and Power, and serves as Board President. This year, 2013, he was appointed to the "Los Angeles 2020 Commission" an independent 12-member panel that will review Los Angeles' financial and development strategies for job creation, and the elimination of the city's projected budget deficit. He also has been appointed by three different California governors to serve on boards and commissions, including the University of California Board of Regents and the California Community Colleges Board of Trustees. He currently is a member of the board of directors of Unified Grocers, the largest buying cooperative for independent grocers in the Western United States.

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 has served on the USC Board of Trustees since 1999.

Classical KUSC benefits greatly from the wisdom and experience of its Board of Councilors. Board members provide leadership for the station and help us successfully navigate in today's rapidly changing world.

Robert (Bob) Abeles 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. Mr. Abeles 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 currently serves as a director of Western Asset Funds in Pasadena, California, a large fixed income investment manager. He also 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.

Julia Torgovitskaya Rapoport, President of iCadenza & CEO of Cadenza Artists Management, is a consultant for arts leaders and organizations, with particular expertise in motivation, empowerment, and team dynamics. A trained opera singer, she relates first-hand to the ever-changing challenges facing the arts industry today, and uses her training in the Blanchard Companies model and Nancy Kline's Time to Think method to work with her clients in developing strong business practices and solid team dynamics. She has extensive consulting experience, and her writings have been published in international publications including The Moodie Report. Having earned a Master of Science in Executive Leadership from the University of San Diego, Julia is passionate about introducing artists to the concept of approaching their career development with an entrepreneurial mindset, and using proven business concepts for their personal career success. Julia earned Bachelor of Arts degrees with High Honors at Tufts University. Julia received Beta Gamma Sigma distinction for her graduate studies and Summa Cum Laude and Phi Beta Kappa for her undergraduate work. Julia also serves on the board of directors at Ohana Arts, and is the co-author of the book *Awakening Your Business Brain: An iCadenza Guide to Launching your Music Career*.

Leonard (Lee) Walcott 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 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.

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, copyright and trademark law for worldwide clients in all facets of the entertainment industry, he is a lecturer in law at the USC Gould School of Law, where he teaches courses including "Entertainment Law," "Entertainment Law in Practice," "Music Law in Practice," and an LLM course "Topics in Entertainment Law." An award winning legal writer, Field is the author of *Entertainment Law: Fundamentals and Practice* published by Cognella Academic Publishing, a comprehensive practice guide for lawyers. He is also the principal author of the scholarly legal treatise *Entertainment Law: Forms and Analysis* formerly published by Law Journal Press, New York. His industry leadership includes serving as a former president of The Copyright Society of the U.S.A. (New York), the world's leading copyright law organization, and service on many leading industry boards as a director and trustee including the BMI Foundation and The Kurt Weill Foundation for Music. He currently serves as outside counsel for the Sundance Film Festival and Sundance Institute. Before becoming an attorney, Corey 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. While his entertainment industry legal practice is wide ranging, he is one of the few attorneys in the United States whose practice encompasses classical music, with clients including leading publishers, record labels, and organizations including The Philadelphia Orchestra, The Louisville Orchestra, Ballet West and other dance organizations, Pulitzer Prize and Grammy winning composers, G. Schirmer Music Publishers, and projects involving leading organizations including The Metropolitan Opera, The Santa Fe Opera, The Paris Opera, The Norwegian National Opera and Ballet, the Royal Swedish Opera and Ballet, and radio projects including Sirius XM and other online and broadcast radio platforms.

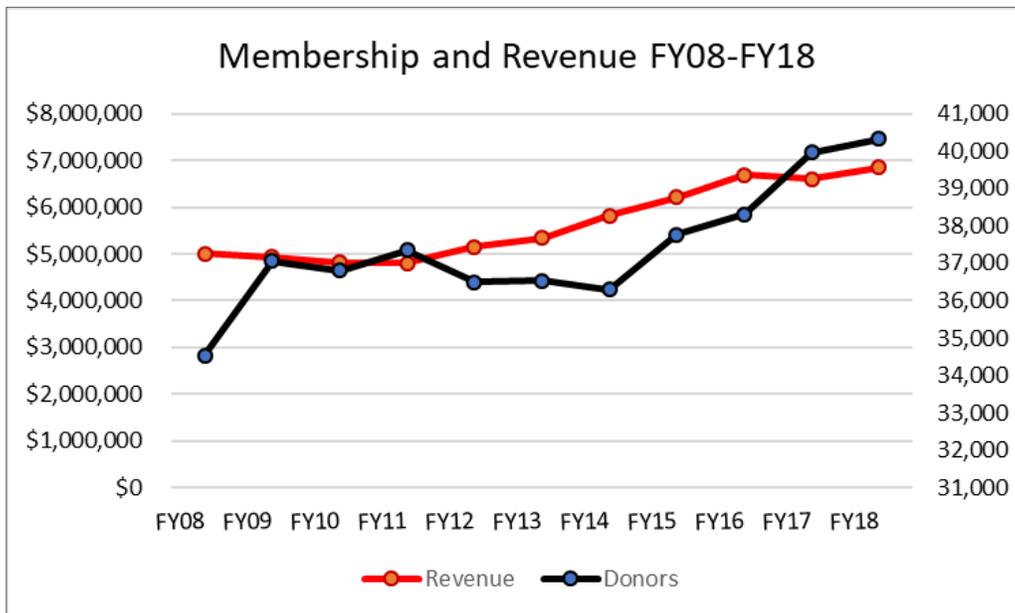
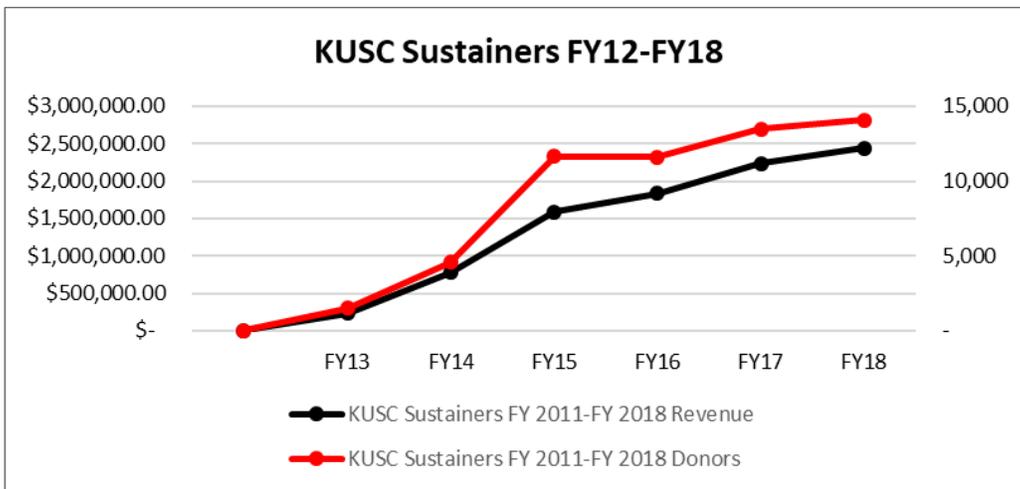
Martha Welborne was recently the Chief Planning Officer at the Los Angeles County Metropolitan Transportation Authority (Metro), departing in January 2016. In this role, she led a staff of over 200 in planning the long-range future of transportation in the County. She also oversaw Metro's real estate department, regional capital development activities, the management of all grants, and a variety of strategic initiatives such as the Master Plan of the historic Union Station property. Previous to her role at Metro, Ms. Welborne was the Managing Director of the Grand Avenue Committee, a public/private partnership focused on revitalizing the civic and cultural districts of downtown Los Angeles. Previous to her work at the Grand Avenue Committee, her nearly 20-year career as an architect and urban designer included leadership positions with Skidmore, Owings & Merrill LLP, and Sasaki Associates, Inc. Her work at those companies ranged from individual building design through large-scale master plans of university campuses, downtown development plans, and transit corridors. She was also the initiator of the rapid bus concept for Los Angeles County, which became the currently operating Metro Rapid system. She received a Bachelor of Architecture from the University of Notre Dame and from the Massachusetts Institute of Technology with both a Master of Architecture and a Master in City Planning. She was also a Loeb Fellow at Harvard University's Graduate School of Design. She is a member of the College of Fellows of the American Institute of Architects and she 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.

Natalie Klein attended Pennsylvania State University where she received a bachelor of science in civil engineering. Throughout her professional career, she has worked in process manufacturing 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 Nursery School. She has served on the board the Heroic Imagination Project; a non-profit dedicated to inspiring and teaching people how to become everyday heroes. Currently she co-chairs the KDFC Advisory Board. Natalie and her husband Ken are actively involved at the University of Southern California where they founded the KIUEL Institute at USC, an organization focused on undergraduate student leadership and student life. Recently, Natalie is a founding member of Viterbi Innovative Partners in the Bay Area where she resides.

Development

We are very humbled by the generous support provided to KUSC by you and many others, because **YOU** believe in the service that KUSC provides. This unwavering support allows us to offer and keep great classical music on the radio at KUSC. Membership accounts for **76%** of the station's operating budget.

Our sustainer program, now in its 7th year, has increased from 14,000 members last year to now over 15,168 (see graph below). Our enhanced Vehicle Donation program has grown in 2017-18 as well. KUSC received over 890 donated vehicles—thanks to your enduring efforts. Below is a chart representing KUSC's membership and revenue growth since 2008.



KUSC host Alan Chapman, joined 23 KUSC members on a eight night *Summer Opera in England* Tour to Glyndebourne and London.

The tour started in the countryside of Sussex at Horsted Place where the group received four nights of deluxe accommodations, the Queen herself was a frequent house guest of the original owners. Our guest attended two amazing operas at the world famous Glyndebourne, *Der Rosenkavalier* and *Giulio Cesar*, and picnicked on the lawn in formal wear—a tradition at Glyndebourne. They were even treated to a magnificent Falconry demonstration that had everyone so engaged, they forgot about a scheduled time arranged for croquet. Days 5-9 was spent at the Dukes Hotel in London. While here, the group attended two more operas, *Un Ballo in Maschera* at Grange Park and *Lohengrin* at Covent Gardens. In addition to operas, there were private guided tours to principal sites in city and countryside, Firle Place, Charleston House, Borde Hill Garden, Chartwell—Churchill’s home, the National Gallery and Tate Britain, to name a few. Did we forget to mention there were amazing dinners shared at some of the best restaurants in Sussex and London as well as an afternoon tea at the Ritz. All of this and more while being engaged by the fabulous musical commentary presented by KUSC’s own, Alan Chapman.

Tours with KUSC

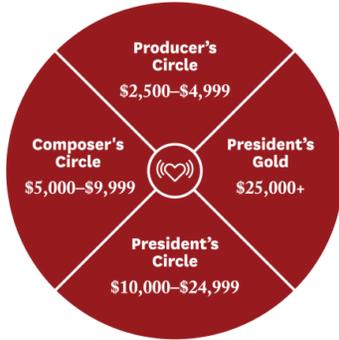


To receive notice of future tours, become a part of the KUSC Leadership Circle or Legacy Society. Details can be found on our website at www.kusc.org or call Minnie Prince—213-225-7534. KUSC tours are limited to 25 persons.



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.



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

Anonymous (3)
Colburn Foundation
Arthur J. Geoffrion and Herman
H. Hamer Memorial Fund
Toshiko Honda
Henry & Paula Lederman
Ernest Lieblich Foundation
Lillian Lovelace
William E.B. Siart
Dr. Daniel Temianka

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

Anonymous (9)
Herb Alpert Foundation
Sandy Behrens
Sara & Robert Cannon
Dunard Fund USA, LTD.
Louise Grant Garland
Barbara Jury
Heather MacDonald
The Norris Foundation
Jason Subotky &
Anne Akiko Meyers
Flora L. Thornton Foundation
Jan & Meredith Voboril

Composer's Circle (\$5,000—\$9,999)

Anonymous (15)
The Hilaria and Alex Baldwin
Foundation, Inc.
Nancy E. Barton Foundation
Eve Bernstein
Donald P. Gould
Dr. Cornelia Haag-Molkenteller
William H. Kearns Foundation
Stuart Klabin
Katharina & Thierry Leduc
Scott Litt
The Negaunee Foundation
Dr. Margery Nicolson, PhD
Jerome and Toby Rapport
Foundation
Michelle Rohé
Joe & Linda Svehla
Timothy P. Whalen
WHH Foundation

Producer's Circle (\$2,500—\$4,999)

Anonymous (39)
Mr. and Mrs. Robert Abeles
Michael Agabian
Karen & George Bayz
Dennis & Patricia Burke
Norman E. DuFort
Barbara Elander
Ferguson Foundation
Marilyn Fox Smith
Deborah Goetzman
Teresa Gordon
Harvey Hoepfner & Bob Richards
Thomas C. Hudnut

Producer's Circle (\$2,500—\$4,999) cont.

Charlotte Hughes and
Christopher Combs
Terri & Tom Keville
Harry Kilpatrick &
Jacqueline Clarke
Ted Kotcheff & Laifun Chung
Stanley Lintner
Sharon & Daniel Lowenstein
William McKelvey
Thomas McKerr
Janice Miller
Abby & Alan Myerson
Roberta K. Nieberg, M.D.
Jean Oppenheimer
Michael R. Oppenheim
Jane C. Parks
Janet Petersen
Susan F. Rice
Alexander & Mariette Sawchuk
Dena & Irv Schechter
Dr. Charlie & Claire Shaeffer
Dr. Jack Sheen & Anitra Sheen
Robert & Kerry Shuman
Irene V. Steinman
Ms. Anne-Marie Stephens
Max Stolz, Jr.
Simon Strauss Foundation
Teshinsky Family Foundation
Terence Van Vliet & Jan K. Keller
Robert D. Voit
Lee & Deborah Walcott
Ramona R. Whitney
David & Michele Wilson

Updated: September 25, 2018

Leaving a Legacy Worth Sharing

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.

Anonymous (47)
Dr. Barbara Ackermann, LCSW
Carleen Anderson
Jerry & Barbara Andes
Dr. Roman Anshin, M.D.
Jim & Nancy Bailey
Christopher D. Baker
Brenda & Bill Barnes
Charles N. Baron
Terry S. Bateman
Donald Beck
Dr. Allen Belkind
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 & Mark Dizik
Fantasia Fairchild
Theresa & Jeff Ferguson
Robert S. Field
Delaine Flacy*
Jeanette Fraser
Robin Friedheim

Dr. & Mrs. E. Peter Gabor
John & Peggy Garvey
Robert L. Glasser
Deborah Goetzman
Lillian Berman Goldfarb
Meredith Goodwin
Donald P. Gould
David Grant
Tom Greene
Heinz Hanau
Rod & Nancy Harvey
Robert S. Helfman
Martin Bray & Scott Henderson
Vera J. Hirtz
Terrence Joseph Hughes
Jon Harvey & Joemy Wilson
Barbara Jury
Len & Trudy Kapner
Doris H. Keniry
Steven Katz
Nick J. Labedz
Donald & Sharon Lafler
Morton Lampert
Jocelyn Lee
Dennis & Kathleen Lees
William Earl Lentz
Karl H. Loring*
Adolph Maier
Hon. Nora Manella
Alison Manheim
Susan J. Marks

Jim Michaelis
Les Modie
Mike & Lorraine Mohill
Maury & Barbara Mortensen
John R. Oden & Mark Dizik
Bernard & Faye Pipkin
Ernest & Anne Prokopovych
Rosa E. Rosenberg
Mary Rickman
Florence Ridley
Francis D. Ripish
Suzanne Robinson
Rose E. Rosenberg
In Memory of
Charles Simon Sarkas
Ronald* & Barbara Schonfeld
Lynette Sim
June Smith
Rosa E. Rosenberg
Max Stolz, Jr.
Harvey & Evelyn Stone
Joseph & Linda Svehla
Robert Thurm
Craig & Junior Vickers
Margo Villanova
Carol Ann Walker Trust
Carole E. Walker

*Deceased

Updated: September 25, 2018

Team KUSC

USC Radio Group

President and Vice President

Judy McAlpine
President

Bill Lueth
Vice President

Administration

Rina Romero
Senior Business Officer

Veronica Jimenez
Budget/Business Technician

Alice Cablayan
Budget/Business Technician

Jennifer Tuffy
Administrative Assistant

Development

Minnie Prince
Executive Director of Development

Matthew Miles
Major Gifts Officer

Jaime Cisneros
Database Administrator

Nicole Coe-Gonzales
Gift Processing Manager

Susannah Hutchison
Gift Processing
Coordinator

Lilly Lau
Development Coordinator

Nicole Massingale
Customer Service
Coordinator

Community Engagement

Gail Eichenthal
Chief Engagement Officer
On-Air Sundays 4-6 pm,
special broadcasts

Underwriting

John Leathers
Sr. Manager Underwriting and
Corporate Partnerships

Tim McClellan
Business Development Manager

Shauna Der
Senior Account Executive

KUSC Digital

Chris Mendez
Lead Web Developer

Jonathan Bibayan
Web Developer

Special Project Team

Chrysanthe Tan
Thomas Kotcheff

Engineering

Ron Thompson
Director of Engineering

Steve Coghill
Director of Operations

Steve Sevy
Operations Coordinator

Bill Kappelman
Director of Compliance

Cliff Nielsen
IT Specialist

On –Air Host

Rich Capparella
Fridays 4-7 pm
Saturdays Noon-5 pm and
Pacific Symphony Broadcasts

Alan Chapman
Weekdays 9 am-1pm
Modern Times and
A Musical Offering

Brian Lauritzen
Monday-Thursday 4-7pm
Sundays 11am-1 pm,- Soul Music
Arts Alive, LA Phil

Duff Murphy
The Opera Show
Sundays 9pm-10pm
LA Opera On Air

Dianne Nicolini
Weekdays noon-3pm
Request Show

Jim Svejda
Weeknights 7 pm-Midnight
The Record Shelf

Robin Pressman
Overnight Host

Stephen Page
Overnight Host/Production

Jennifer Miller
Weekend Host

Content

John Van Driel
Chief Content Director/On-air
Weekdays, 6 am-9am

Kelsey McConnell
Assistant Program Director

Blake Lawrence
Music Director

Mark Hatwan
Production Director

KUSC Supporting the Arts

KUSC supports the efforts of the arts, by providing office space to Arts for LA and the Los Angeles County High School for the Arts Foundation.

Arts for LA activates artists and organizations, and leads communities to advocate for a healthy, equitable, creative Los Angeles region.

Established as a 501(c)3 nonprofit organization in 2006, Arts for LA is a voice for the arts in Los Angeles. Arts for LA mobilizes artists, residents, and institutions as advocates for equitable arts education, arts funding, creative jobs and more, converting awareness into action for a more prosperous, equitable, healthy, compassionate, and creative Los Angeles region.

Arts for LA programming includes:

ACTIVATE Arts Advocacy Leadership Program which is a free 9-month leadership and advocacy development program with real-world application.

ArtsVote programming is designed to research and increase awareness of arts and culture issues and increase civic engagement in Los Angeles County.

Convene individuals and organizations in cross-sector conversations, specific arts-focused initiatives and topics facing the creativity, prosperity, equity and health of Los Angeles County.

For more information or to get involved, please visit www.artsforla.org



A VOICE FOR THE ARTS IN GREATER LOS ANGELES
ARTS FOR **LA**



artshighfoundation
The public school where talent thrives.

The Los Angeles County High School for the Arts (LACHSA) is a tuition-free, public arts high school with conservatory-style arts training in the disciplines of dance, visual arts, theatre, music and cinematic arts. Since its establishment in 1985 it has been consistently ranked as one of the top arts high schools in the nation.

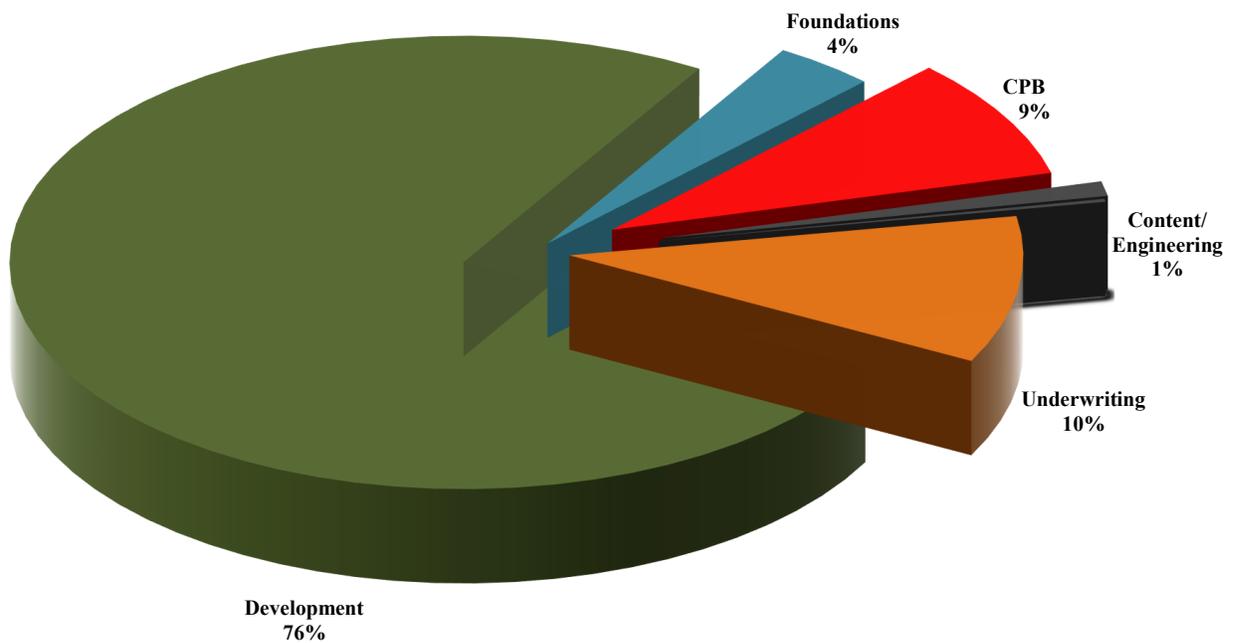
Young artists at LACHSA come from throughout Los Angeles County and represent the diversity of the region. They win numerous local, state and national awards for their artistic achievement and are recruited by the finest arts colleges and conservatories in the nation. Singer Josh Groban, actress Jenna Elfman, visual artist Kehinde Wiley, playwright Josefina Lopez and dancer/choreographer Matthew Rushing are just some of the school's numerous distinguished alumni.

The Arts High Foundation raises needed funds and awareness to bridge the gap between available education funding and the actual cost of providing the teaching artists, tools, technology and training that are the key ingredients to supporting LACHSA's talented student-artists.

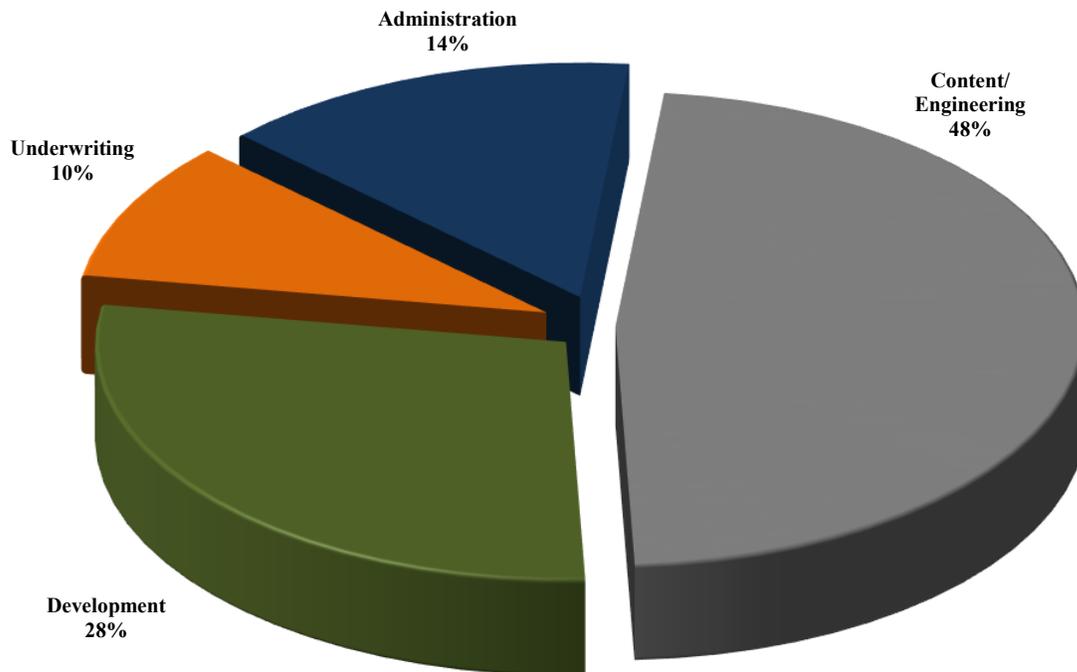
To learn more about LACHSA and the Arts High Foundation, visit www.artshighfoundation.org.

KUSC Revenue FY18

The majority of KUSC's funding comes from development/foundations (80%) an increase of 6% from FY17. KUSC receives no funding from the University of Southern California. Federal funding, through the Corporation for Public Broadcasting (CPB) accounted for about 9% of budget revenue.



KUSC Expense FY18



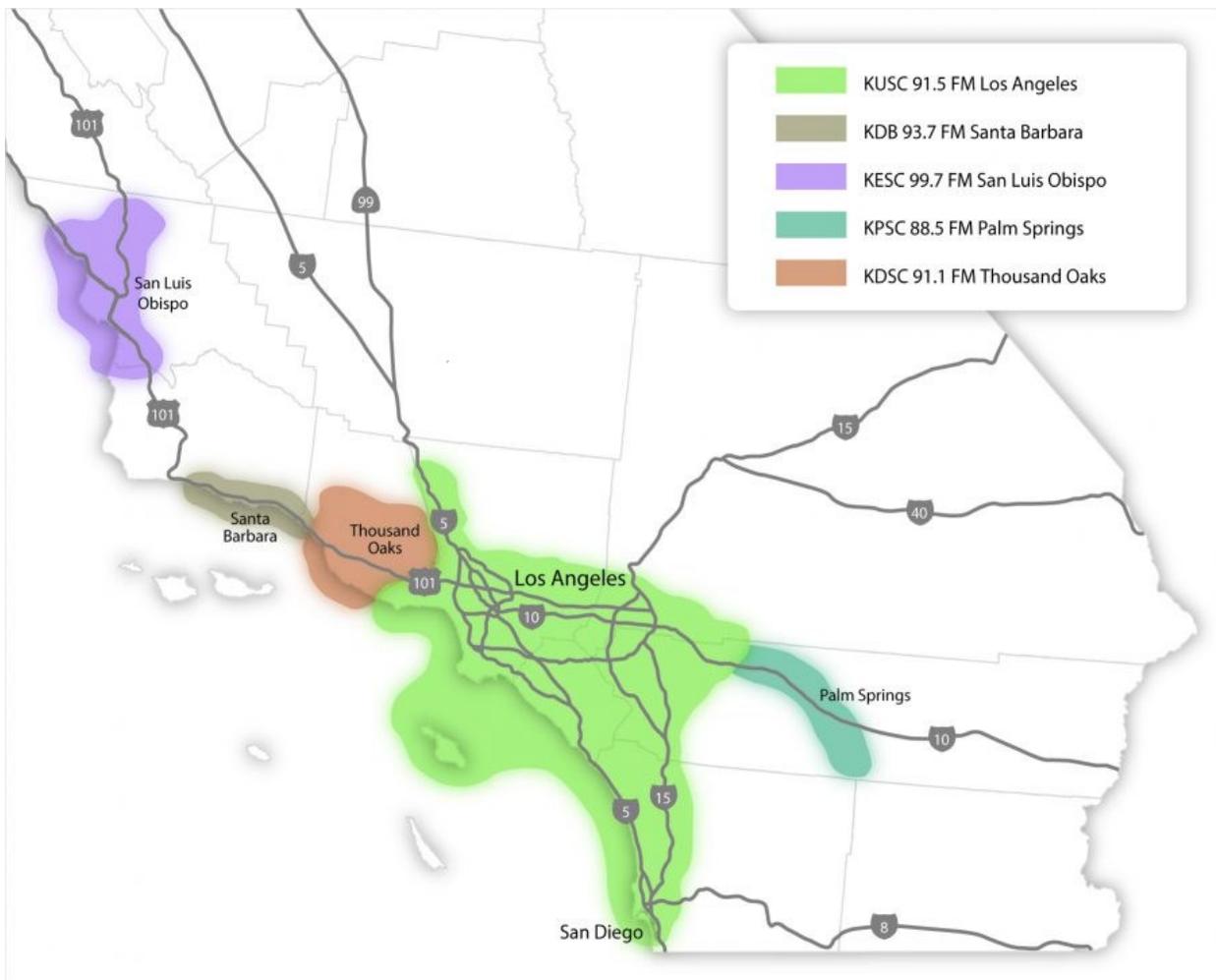
The two most important activities for KUSC are creating and broadcasting classical music programming. Together, Content and Engineering comprised 48% of KUSC's operating expense budget.

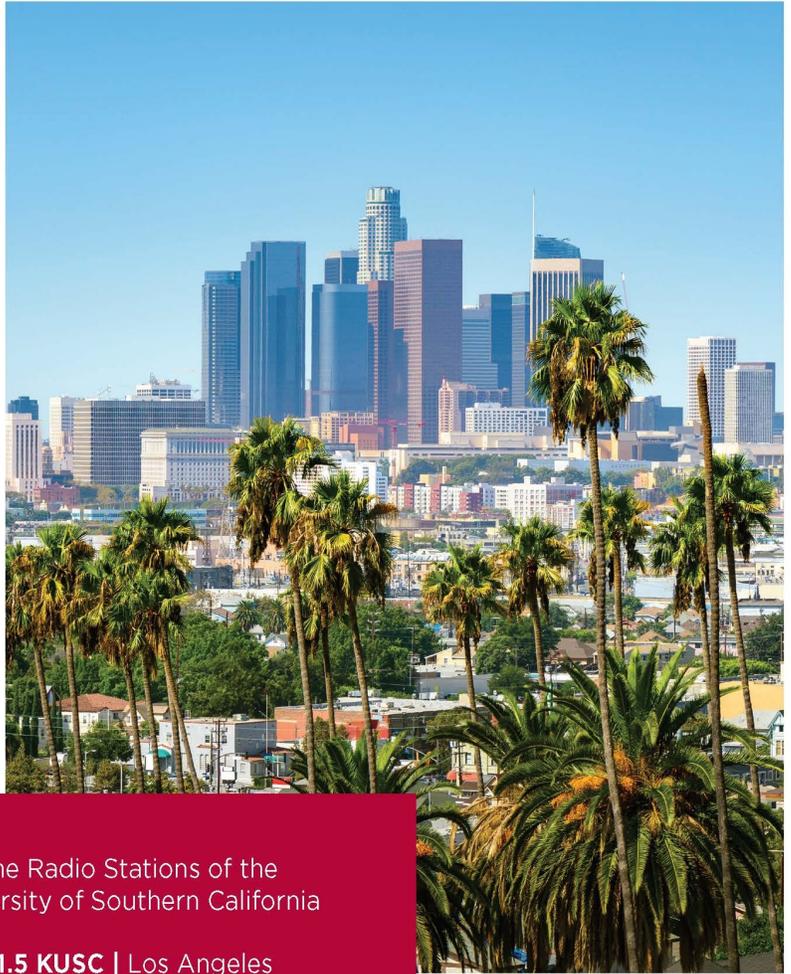
FY18 Pictures From Kids Discovery Day and Playground Pop-ups



Map of Classical KUSC Coverage

KUSC's Classical Public Radio can be heard in seven counties, from as far north as San Luis Obispo and as far south as the Mexican border. With 39,000 watts of power, Classical KUSC boasts the 10th most powerful signal in Southern California. KUSC transmits its programming from five transmitters - KUSC-91.5 FM in Los Angeles and Santa Clarita; 88.5 FM KPSC in Palm Springs; 91.1 FM KDSC in Thousand Oaks; 93.7 FM KDB in Santa Barbara and 99.7 FM KESL in San Luis Obispo.





The Radio Stations of the
University of Southern California

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

