



Nurturing a love of classical music for all.



**Classical[®]
California
KDFC**

Annual Report
2022

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San Francisco, CA, 94102
KDFC.com

Cover photo, top, by Mark Cavagnero Associates Architects

Letter from KDFC President

The 2022 fiscal year was one of profound change. Following the unprecedented challenges of the pandemic, we set a new course to serve our communities with classical music and to welcome all who are interested. As the arts world began to reemerge from its enforced hibernation, KDFC was able to keep classical music in the lives of our listeners 24 hours a day, and to promote the re-openings of our local concert halls.



In the depths of these darker times, KDFC was planning and building a new broadcast center in the heart of the San Francisco Arts district and developing a new umbrella brand to help carry us more assertively into a digital future. In September of 2020, we moved into the KDFC Batishwa Miner Broadcast Center in the new San Francisco Conservatory of Music's Bowes Performing Arts Center across from Davies Hall.

We are delighted to be in the neighborhood, creating deeper partnerships with our arts partners, with plans to share more musical experiences with you. Our brand relaunch as Classical California has created a new foundation from which we can present new offerings on various platforms and continue to champion the power of classical music in Northern California and beyond. We are creating new custom music streams, entertaining and insightful videos, and live events that we'll share through technology.

This year, we also launched another new initiative—the KDFC Talent Development program. Through this effort, we are training the next generation of classical music hosts. Two talented interns (now full-time staff members) are learning all aspects of classical music hosting and digital storytelling. We're looking forward to welcoming our newest trainee later this year.

With your support, we have kept the music playing during the great shutdown, built a new home for the future, and launched a new brand to help us do more.

Thank you for all you do for Classical California KDFC.

A handwritten signature in black ink, appearing to read "Bill Lueth". The signature is fluid and cursive, with a long horizontal stroke at the end.

Bill Lueth
President, KDFC
Vice President, Classical California

Our New Brand



In April, KDFC and our sister station KUSC Los Angeles launched a new umbrella brand called Classical California. It's about extending our reach to new audiences, expanding the impact of our service for current listeners and members, and building a foundation for the future of classical music in our communities for generations to come.

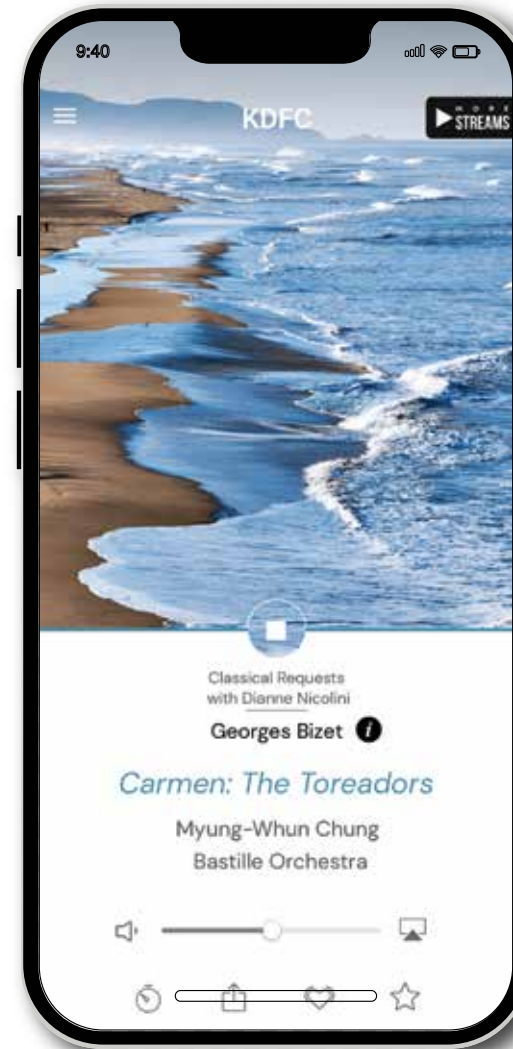
Local radio remains our primary means of sharing great music with you. But it's become apparent in recent years that fresh opportunities for spreading the joy of this art form live primarily in the digital realm: online streams, smartphone apps, and YouTube channels, for example, where station "call letters" are largely irrelevant.

The umbrella brand of Classical California encompasses our two legacy stations – KUSC and KDFC – repositioning and renaming them for the digital future. Bringing together two of America's most listened-to classical music stations will enable us to share the beauty of classical music with more and more listeners. *Classical California KIDS* and *Classical California Sky Concert* brand extensions were launched so that we can better serve segmented audiences. The *KIDS* brand highlights our renewed commitment to engaging with children and their families with such community activities as Kids Discovery Days, children's music festivals at family-friendly museums, and more. *Sky Concerts* showcase professional and student musicians as well as our on-air hosts in live concerts in our community. More sub-brands are planned for the future.

We have a new look for a new future. We have new digital offerings and are creating more. We remain committed to our local communities, but also invite others to enjoy the welcoming vibe that epitomizes the spirit of California and our unique approach to nurturing a love of classical music for all.



Technology



KDFC strives to make classical music accessible to all. To this end, we must be flexible enough to respond to the ever-changing digital preferences of our listeners. This year we created new music streams, introduced a YouTube channel, and launched a series of videos on a wide range of classical subjects. These innovations couldn't have been possible without the considerable expansion of our technical systems capacity. Other technical upgrades this year include improvements to our mobile phone apps for easier navigation. Users can now log in and bookmark favorite pieces of music for later reference.

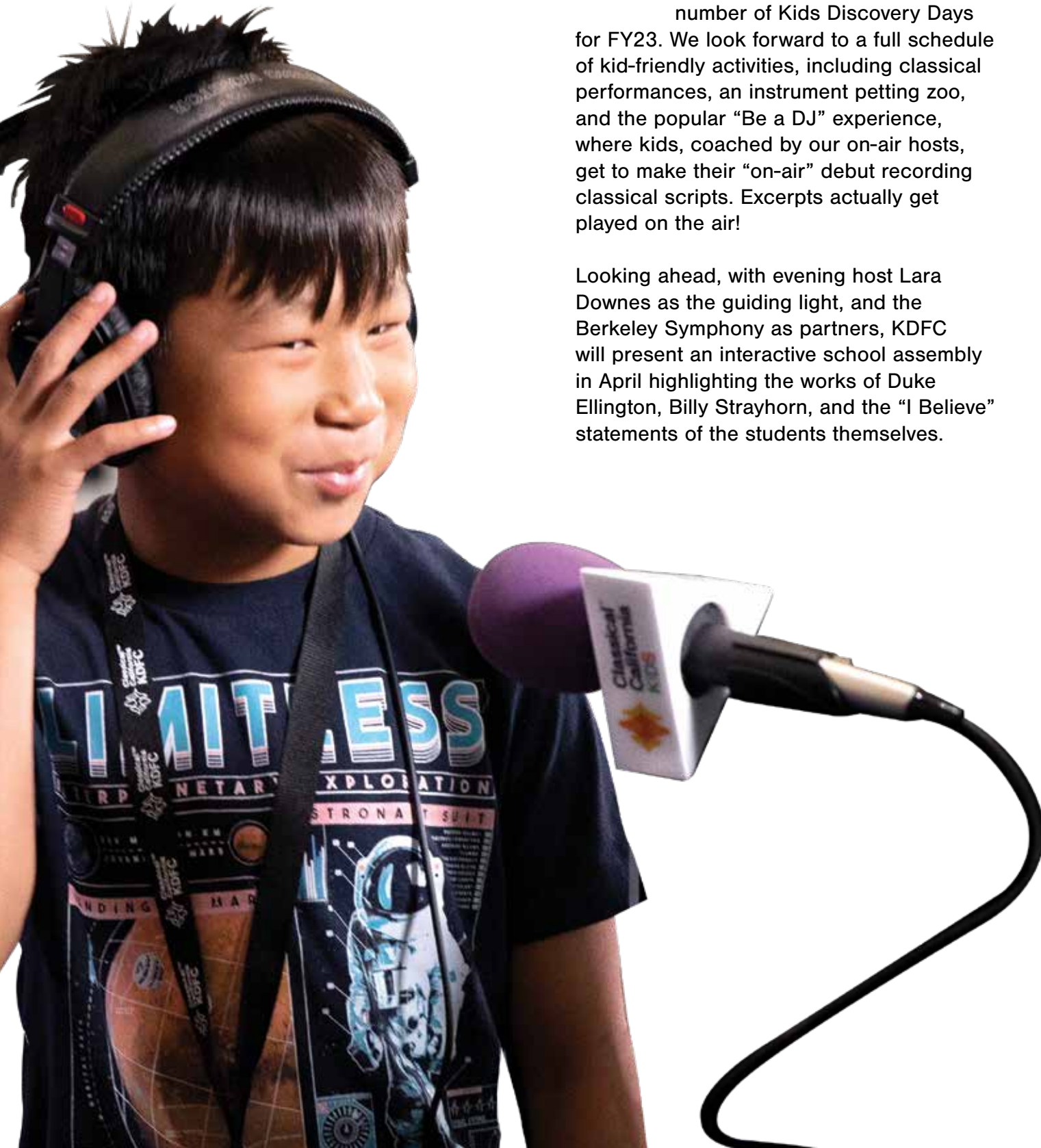
In order to maximize your listening experience, we also continue to invest in the latest audio innovations for our on-air studios. These include the new "Dante" digital audio technology, which replaces the traditional "point-to-point" cable connections between devices with a computer network utilizing Ethernet cables, affording superb digital fidelity. Now we can connect host studios across the building and across the state, ensuring our friendly musical tour guides sound like they're sitting right next to you.

Community Engagement



After a long pandemic-related pause in our live children's events, we are overjoyed to have been able to schedule a number of Kids Discovery Days for FY23. We look forward to a full schedule of kid-friendly activities, including classical performances, an instrument petting zoo, and the popular "Be a DJ" experience, where kids, coached by our on-air hosts, get to make their "on-air" debut recording classical scripts. Excerpts actually get played on the air!

Looking ahead, with evening host Lara Downes as the guiding light, and the Berkeley Symphony as partners, KDFC will present an interactive school assembly in April highlighting the works of Duke Ellington, Billy Strayhorn, and the "I Believe" statements of the students themselves.



Lara Downes, (above); Classical California staff at Sky Concert (below right); photos by Lydia Daniller



KDFC not only strives to nurture a love of classical music, inspiring people to make it an enduring part of their lives; we also serve as an anchor for Northern California's vast arts ecosystem. Our megaphone promotes the region's performing arts organizations and cultural institutions large and small; we also convene meetings with arts leaders to discuss how to build financial stability, inclusiveness, and innovation into our work during particularly challenging times.

In June, a group of prominent Bay area arts leaders gathered at our beautiful new Bowes Center studios for a KDFC Roundtable discussion focused on how participating organizations can strive to make measurable changes in the areas of diversity, equity and belonging. We welcomed the top leaders of such groups as the San Francisco Symphony, San Francisco Conservatory of Music, New Century Chamber Orchestra, San Francisco Opera, and San Francisco Ballet.

Our Sky Concert series was inaugurated this year at the Bowes Center, with Lara Downes at the piano. We hope to increase the number of these events in the coming year.



New Content Initiatives

Talent Development Program

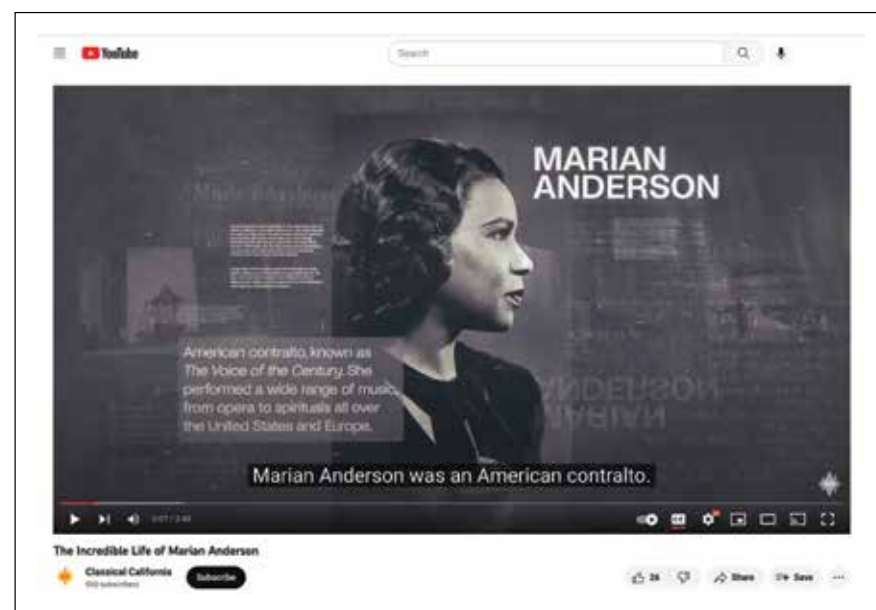
In surveys conducted over the past several years, you've told us that in addition to the music itself, you greatly value the contributions of our engaging, knowledgeable on-air hosts. Since no post-secondary training program existed to build the next generation of classical hosts, this past year we launched a new KDFC Talent Development Program. Over the course of six months, two trainees, Brisa Siegel and Suraj Partha, learned all aspects of classical radio hosting and digital story-telling. Both Brisa and Suraj showed such promise that we hired them following their training period. Both are now heard regularly on KDFC, and on our new streams and videos. We look forward to welcoming our newest trainee in the near future.



Hosts in training, Suraj Partha and Brisa Siegel

YouTube Channel

With the launch of Classical California, we updated each of our social platforms to reflect the new branding. We also launched a YouTube channel dedicated to sharing the bold artistic spirit of the Golden State. Highlights include: "Open Ears," a series about composers, musicians, and conductors who made invaluable contributions to classical music but were underappreciated in their lifetimes, and "This Is Classical," profiles of artists and organizations engaged in innovative work to spread the joy of classical music. We launched both of these streams to coincide with the Classical California re-branding in April.



Special Programming

Our popular specials over the past year included "Love At First Listen," a warm and sentimental week during which our listeners shared the pieces that made them fall in love with classical music; the "Classical California Ultimate Playlist", a presentation of our listeners' top 250 classical works, with a companion stream; and "Great Outdoors Week," offering a summer escape inspired by musical discoveries from around the world.

And, as summer was poised to begin, we aired "Let Freedom Ring" commemorating Juneteenth. This 3-hour program of music by Black composers was introduced by KDFC evening host and Resident Artist Lara Downes.



Lara Downes; photo by Max Barrett

A Warm and Welcoming New Voice

In fall of 2021, we welcomed Maggie Clennon Reberg to the KDFC airwaves as host of the morning show, 6-10AM. Formerly on the air at WFMT Chicago, Maggie is also a voice-over artist and singer.

Maggie Clennon Reberg; photo by Lydia Daniller



New Content Initiatives



New Streams

Alternate streams added this past year include “Classical Americana,” curated and hosted by Lara Downes, and “The Great Escape” stream, an offshoot of our popular 5pm weekday feature, with host Robin Pressman.

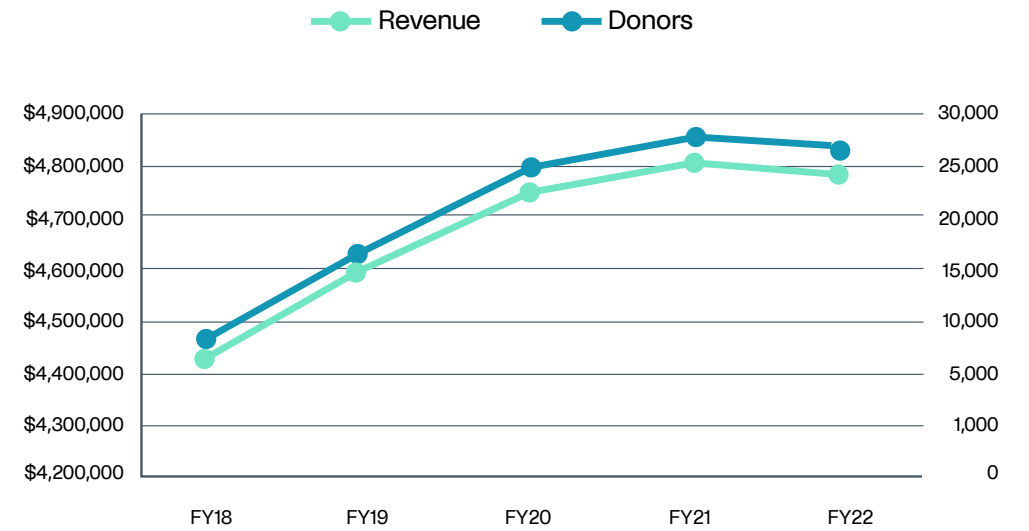
“Nuestra Música,” is a groundbreaking initiative and is scheduled to launch during Hisptanic Heritage Month in September, 2022. “Nuestra Música” is KDFC’s first stream devoted exclusively to classical music composed, performed, or conducted by musicians from Latin America and the Spanish-speaking world. Brisa Siegel will host separate English and Spanish-language versions of this brand new channel.



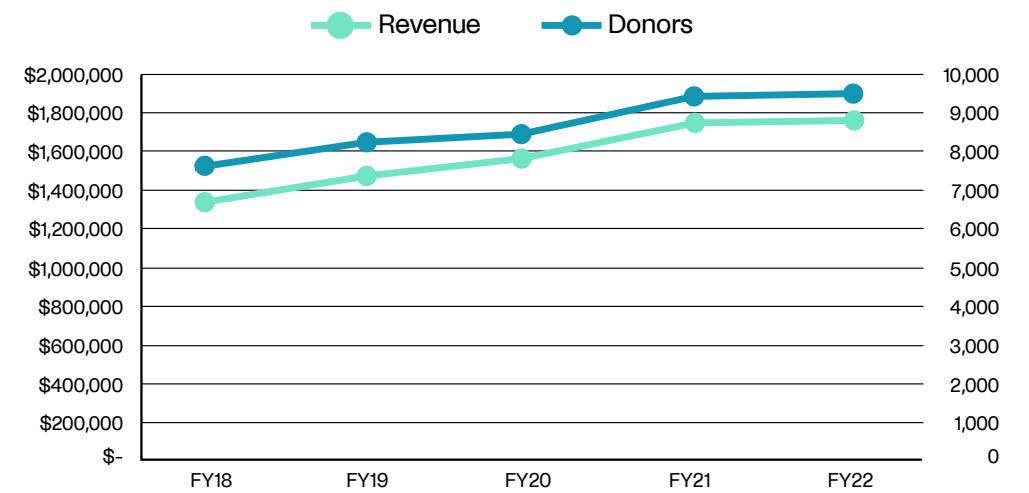
Membership Support

KDFC is humbled by the generous support our members provide. This support accounts for 80% of the station’s operating budget and has continued to help KDFC maintain financial stability. The financial commitment of members, has sustained KDFC during uncertainty, allowing KDFC to keep their focus on continuing to provide music that help heal the spirit and unite us all. **Thank you!**

Classical California KDFC Donors and Revenue



Classical California KDFC Monthly Sustainers



Classical California KDFC Sponsorship

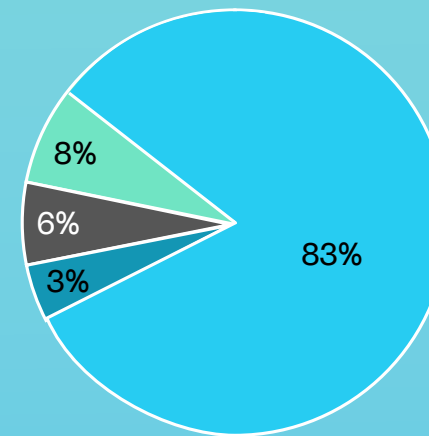
Fiscal Year 2022 was a year of resilience for Classical KDFC Sponsorship and Underwriting. Following FY21, a year of unprecedented challenges for a revenue department in the non-profit arts sector, we were cautiously optimistic that as the world began to emerge from remote working, living, and learning, we could play a vital role in promoting a return to the concert hall, stage, and travel. Throughout our efforts in FY 2022, our continued commitment to our dual objectives was unwavering: providing creative input, value, and a measurable return on investment for our partners in the arts community and the corporate sector while generating revenue to fund our own programming and community efforts.

1. In its second year, the Classical KDFC **Business Sustainer Program** continued to provide small businesses access to KDFC's sizeable and far-reaching audience across Northern California.
2. **Classical California Destinations** highlighted the numerous hidden gems and arts events within a short drive from the Bay Area.
3. The **Holiday Spirit Channel** was funded in part for the second year by local financial cooperative Redwood Credit Union.
4. First-year partners Cunard Cruise Lines, The Crowden School and Asia Foundation were welcomed into the Classical KDFC network.

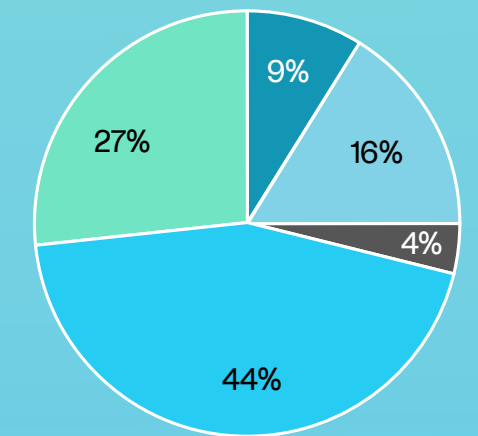
For information about customized partnerships and sponsorship opportunities, please contact Classical KDFC's **John Leathers** at jleathers@uscradiogroup.com



Fiscal Year 2022 Overview



- Development
- Underwriting/Sponsorship
- Government Funding
- Other



- Operations
- Development
- Underwriting/Sponsorship
- Content/Engineering
- Administration

KDFC Operating Revenue

| | |
|-------------------------------|--------------------|
| Development..... | \$7,558,381 |
| Underwriting/Sponsorship..... | \$739,763 |
| Government Funding..... | \$561,698 |
| Other | \$2,014,421 |
| TOTAL | \$9,120,317 |

KDFC Operating Expenses

| | |
|-------------------------------|--------------------|
| Operations | \$757,474 |
| Development..... | \$1,389,610 |
| Underwriting/Sponsorship..... | \$358,217 |
| Content/Engineering..... | \$3,775,652 |
| Administration..... | \$2,288,976 |
| TOTAL | \$8,569,929 |

KDFC's most recent independent auditor's report conducted by Price Waterhouse Coopers can be found on our website:

<https://www.kdfc.com/culture/our-mission/audited-financials/>

Our New Home



In our fiscal year 2022 we moved into our new offices and studios in the heart of the San Francisco arts district, across from Davies Symphony Hall. We are in the new San Francisco Conservatory of Music's Bowes Performing Arts Center, and along with our new KDFC Batishwa Miner Broadcast Center, we also have access to the beautiful performance spaces in the building. Plans for our "KDFC SKY Concerts" in the amazing 11th floor concert space are underway. We are grateful for the hundreds of people whose donations helped make it possible. When you are in the neighborhood on Van Ness, look up and to the East to see KDFC broadcasting across the Bay Area and around the world.



Lara Downes, (above); Bill Lueth demonstrating the new KDFC Batishwa Miner Broadcast Center to Sky Concert guests, Neil Pering and John Osterweis (below right); photos by Lydia Daniller

Classical California KDFC The Batishwa Miner Broadcast Center



Rusty Hubcap Award

KDFC was honored this past year to receive a major award from CARS (Charitable Adult Rides and Services), a group that helps non-profits benefit from vehicle donations.

The 2021 "Most Valuable Vehicle" Rusty Hubcap Award was bestowed on KDFC Chief Philanthropic Officer Minnie Prince in May. The "Most Valuable Vehicle" prize is given to the station that receives the highest net revenue for a single donation. Our deepest gratitude to the KDFC listener who donated their 1997 Porsche 911 to the station. The car easily zoomed into the highest level of giving, netting more than \$40,000 for the station.

The Rusty Hubcap Awards were established in 2014 to honor stations that have gone the extra mile in running a successful vehicle donation program.

Minnie Prince, Classical California's Chief Philanthropic Officer, proudly displays the 2021 KDFC Rusty Hubcap Award.





Your Window to the Music Building Campaign

We thank the following supporters of “Your Window to the Music,” our building fund campaign supporting Classical KDFC’s new home at the Bowes Performing Arts Center. We are grateful to those who have given or pledged their support over the course of the campaign. Through your incredible generosity, KDFC has been able to exceed its campaign goals. These include a programming fund for new engagement opportunities for our community and closest friends in our new home. We’ve already inaugurated a series of live concerts, and hope to welcome you to attend one in the coming year!

Our deepest gratitude to all who contributed during our two on-air \$250,000 challenge drives initiated by an anonymous donor. Because of your generous support, we successfully met the two challenges, bringing in more than \$1 million towards our goal. Thank you from all of us at KDFC!

THE BATISHWA MINER BROADCAST CENTER BUILDING FUND CONTRIBUTORS

Founders

\$200,000 and above

Lois M. De Domenico
Sakurako & William Fisher
Ken & Natalie Klein
Gloria Miner
Bernard & Barbro Osher
John Osterweis & Barbara Ravizza
Barbara A. Wolfe
Anonymous (2)

Luminaries

\$50,000-\$199,999

Brigid Barton
David Berger
Noble & Lorraine Hancock
In memory of Kathryn Hebel
Cynthia Hersey
Mary Kay Kane
Patricia & George Locke
T. Dixon Long
Connie & Bob Lurie
Neil & Elsa Pering
Arthur & Toni Rembe Rock
Bob Ross Foundation
Wesley & Junko Matsubara Tseng

Visionaries

\$10,000-\$49,999

George & Lilly Craft
Jacqueline DeSoer
Jerome & Thao Dodson
Edward S. Dubel
Dr. Morton Grosser
Y.K. Lee
Patricia Macholl
Percy B. Mueda
Renee C. Rymer
The Koret Foundation by Abraham Sofaer
Cherie Sorokin
Anonymous (2)

Friends

\$5,000-\$9,999

John & Patricia Adams Family Foundation
Julie Allecta
Laima Baltusis & Dan Iverson
Allen Barr & Lynn Wellman Barr
Duncan & Cathy Beardsley
Sandra & Paul Bessieres
Jennifer Bradley
Nancy Lee Christman
In memory of Pedro Mafnas & Isabel Cruz
Vicki Coe & Scott Mitchell
Jane A. Cook
Lynden Davis & Barbara Goessi
Peggy & Yogen Dalal
Eric C.W. & Susan A. Dunn
Five Arts Foundation
Barbara Forrstrum in memory of Irwin Kelly
Spencer & Rena Fulweiler
Ruth G.
Joseph W. & Honmai Goodman
In memory of Allie Jenkins Haxo & Henry E. Haxo, Jr., Ph.D.
Michael & Gity-joon Hebel
Michael & Martha Helms
Satoru Isaka
Lucy Hsu & Steven Kelem
Steven & Sandra Janachowski
In memory of Jay Jordan
Reiko & Shingo Kamada
Anne & Jeffrey Katz
Kum Mo Kim
Monte & Jan Klein
Jack Klingelhofer
Wang Lam
Jack Levin, M.D.
Don & Dorothy Lewis
William & Wendy Lueth
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Dr. Robert Renner & Dr. Purobi Phillips
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Susan E. Roos
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Schwabacher
In memory of Chalmers Smith
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In Memory of Lola Marie Stephens
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The Sundstrom Family
Steve White
Faye Constance Wilson
Benson Wong
Elizabeth H. Wong
Helen & Wil Wong
The Yee Family Trust in memory of John C. Yee

Major Gifts

PRESIDENT'S CIRCLE

Luminary

\$500,000 and above
Mary Kay Kane

Guarantor

\$100,000 to \$499,999
Karen Lee Finney
Walter Jaye

Innovator

\$50,000 to \$99,999
Anonymous

Benefactor

\$25,000 to \$49,999
Brigid Barton
Anonymous

Director

\$10,000 to \$24,999
Robert Alvarez*
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Edward S. Dubel
Herb and Jane Dwight
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Dr. Paul Leonetti
Jennifer MacCready
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Allen D. Wood*
Anonymous

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\$5,000 to \$9,999

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Nancy Christman
Joseph Correia
Cindy Desgrandchamp
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Elsa Freud
Michele Dup Goss
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Marianne Manny
Percy B. Mueda
John Overton*
Arthur and Toni Rembe Rock
Renee C. Rymer
Patricia Sparacino*
James Stephens in memory of Lola
Marie Stephens*
Monika Wientzek and Matthew
Wright*
Anonymous

LEADERSHIP CIRCLE

Leader

\$2,500 to \$4,999

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Forrest Beaty
John Michael Bishop
Josephine H. Brownback
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Thornton Waite*
Karlette Warner and Ward Hoffman*
Steven White
James R. Whittington
Elizabeth H. Wong*
Allen Wood
Diana Yee*
John Zielinski*
Anonymous

* new Leadership Circle member

INSTITUTIONAL FUNDERS

Private and Corporate Foundations

(\$10,000+)

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The Bernard Osher Foundation
The Charles and Frances K.
Field Fund
The Prairie Foundation
The Hugh Stuart Charitable Trust
Ravizza Family Foundation
The Rorer Foundation
The Bob Ross Foundation
Sakana Foundation

Legacy Society

Barbara Hemming
Mary Kay Kane
Neil and Elsa Pering
Ilia and Timothy Smith



Classical California KDFC Hosts



Rich Capparella



Linda Cassidy



Alan Chapman



Lara Downes



Jennifer Miller Hammel



Brian Lauritzen



Rik Malone



Dianne Nicolini



Robin Pressman



Maggie Clennon Reberg



Hoyt Smith



John Van Driel

Classical California KDFC staff and hosts posing with guest at our first Sky Concert, left to right: Bill Lueth, Dianne Nicolini, Maggie Clennon Reberg, Bill Southard, Mary Mueller, Hoyt Smith, Lori Burrill



Classical California KDFC Senior Leadership



James A. Muhammad
President
Classical California



Minnie Prince
Chief Philanthropic
and Community
Development Officer



Bill Lueth
President KDFC
Vice President
Sponsorship and
Marketing



Justin Collard
Chief Technology
Officer



Mark Steinmetz
Vice President of
Content



Daniel Sy
Senior Business
Officer

Classical California Board of Councilors

The Board of Councilors represents the interests of the listeners and the community at large by acting as liaison between KDFC and the community, offering advice regarding strategy for USC Radio and helping with fundraising efforts.

Robert Abeles, Chair (retired)
Frank H. Cruz
Lee Walcott
Natalie Klein
Corey Field
Samuel Garrison



**Classical[™]
California
KDFC**

Experience Life Classically

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