



**KUSC**

CLASSICAL | *fm 91.5*

**2021 Annual Report**





There is no doubt it has been a turbulent year for so many. Throughout it all, KUSC has continued to keep the music playing, providing a place of calm and reflection that you can count on.

We have learned so much from the experience of the COVID-19 pandemic. Our content, technical and membership teams met every challenge thrown their way during months of remote work. Our Classical KUSC hosts have been there 24/7 with compelling stories to add to your listening experience.

Although it's not been possible to connect with our community in person, we have found ways to connect online. Our Classical California Ultimate Playlist, heard both on air and as a digital stream, is the result of thousands of recommendations from our listeners. It is just one of many examples of how much you have to say about why classical music matters in your life and in the life of our community.

We are now happy to be back in our downtown Los Angeles studios and hope the next year brings more opportunities to connect in person.

Due to your support, we are confident about our future, with many exciting projects yet to come. Thank you for making this such a successful year.

Judy McAlpine  
President  
USC Radio Group

# KUSC

CLASSICAL | fm 91.5

## WHO WE ARE

KUSC nurtures a love of classical music, inspiring people to make it an enduring part of their lives. We curate beautiful music, create compelling experiences and welcome all on the journey.

## OUR MISSION

We make a positive impact on individuals and communities by championing the power of classical music.

## KUSC RADIO

1149 S. Hill Street  
Suite H100  
Los Angeles, CA 90015  
213-225-7400

## KUSC'S Beloved Musical Tour Guides

In early 2021 we surveyed our members and listeners to ascertain their motivation for supporting the station. The importance of the music itself, the on-air hosts who share it, and the community that is supported by it, rose to the top. You told us how much you appreciate the engaging stories and enlightening context our hosts provide, and how much their commentary enhances your enjoyment of the beautiful, calming music we play.

From the veteran on-air personalities who've serenaded you for decades to the new hosts we've just welcomed to the station, these friendly tour guides help illuminate the endless variety of great classical music we broadcast, welcoming all on the journey.

### KUSC Hosts

- Alan Chapman
- Brian Lauritzen
- Dianne Nicolini
- Jennifer Miller Hammel
- John Van Driel
- Linda Cassidy
- Rich Capparella
- Robin Pressman
- Jim Svejda



Found on "Play On, California" blog:  
Pacific Symphony. Photo courtesy: Pacific Symphony.

## Creating Content For All



**This past year we made significant progress in our efforts to engage listeners in new ways – and to attract new audiences.** We have made a concerted effort to better reflect the communities we serve by diversifying our daily playlist and creating specially themed programs. We've augmented our music database with many performers and works historically underrepresented—composers of color and female composers. Some highlights of the past year:

### **INTERNATIONAL WOMEN'S DAY**

24 hours of music written and/or performed by women.

### **LET FREEDOM RING: A Musical Celebration Of Juneteenth**

Our new Resident Artist, pianist and educator Lara Downes led listeners on a musical journey commemorating the emancipation of enslaved people in America.

### **ORCHESTRAS AND OPERA ON THE AIR**

**The Metropolitan Opera Broadcasts**, Saturday mornings from December through May.

*“Alexander, who is six loves listening to KUSC. He pretends he is conducting each piece you play and keeps us entertained. He wants to play at the Hollywood Bowl one day.”*

– Marsha, Fullerton, CA

### **THE LA PHIL IN CONCERT**

This past May, the Los Angeles Philharmonic performed its first Hollywood Bowl concert since 2019 for an audience of healthcare workers and other first responders. With Brian Lauritzen as host, KUSC broadcast the performance for all to enjoy. Across town, while Disney Hall was still shuttered, we aired recorded LA Phil concerts from the iconic downtown venue.



**A new series of concerts featuring the California Symphony.** The series is hosted by Brian Lauritzen, with commentary by the orchestra's dynamic music director, Donato Cabrera.

Found on “Play On, California” blog: Donato Cabrera, Music Director of the California Symphony; Photo: courtesy Kristen Loken



## Digital Innovations

At the heart of our mission is making classical music accessible to all. This requires meeting digitally savvy listeners where they are and aligning with their ever-evolving media preferences. We are continually building more content in the digital realm. These new streams were introduced this past year:

### **CLASSICAL CALIFORNIA MOVIE MUSIC PLAYLIST**

This dream online stream for fans of film music was launched in March 2021 and hosted by San Francisco radio icon Dianne Nicolini. We added to the fun by creating content “behind the screen”— blogs, quizzes, trivia, and links to the favorite movie scores voted on by listeners.

### **CLASSICAL CALIFORNIA ULTIMATE PLAYLIST**

Following the weeklong airing of the top 250 pieces voted upon by our listeners across the state, we shifted all that music onto a 24/7 stream available on our website and our free Apple and Android apps. Our on-air hosts invited listeners to take a deeper dive into the music through fun and informative blogs.



### **THE HOLIDAY SPIRIT CHANNEL**

For the second year, we jumpstarted the Christmas season in late November by offering listeners an alternative stream devoted to holiday music. Once again, the stream was a huge hit, attracting some 72,000 unique listeners. “The Holiday Spirit Channel” delighted our listeners who revel in wall-to-wall classical carols and holiday arrangements during this most festive time of the year.

### **AMPLIFY**

The second season of “Amplify with Lara Downes” was a collaboration between KUSC Los Angeles, KDFC San Francisco, NPR Music and pianist and commentator Lara Downes herself. Lara was featured in video conversations with visionary Black artists, the cultural leaders helping to shape our creative present and future.



### **FROM THE TOP**

A warm and friendly vibe surrounds this program that gives listeners a preview of the future of classical music— performances by America's most talented classical teens.

“From the Top” performance, Lauren Kim, 16, flute, from Ridgefield, CT  
Fantasie, Op. 79 by Gabriel Faure (1845-1924)  
Photo courtesy: From the Top.



## Community Engagement



Musicians from the LA Phil's Youth Orchestra of Los Angeles | Photo courtesy of the Los Angeles Philharmonic

### SERVING AS A CULTURAL LEADER AND CONVENER

In addition to developing and engaging new audiences for classical music, the station has carved out a unique role as an anchor for the region's sprawling arts ecosystem. We promote music education, develop young audiences for classical music, and serve as a megaphone to promote our arts partners. We air their concerts, tell their stories, and, since March of 2020 and through the summer of 2021, when concert halls were shuttered, we shined a bright light on their virtual content.

*“My aunt used to drive me to school listening to KUSC, now I have picked up this habit of tuning in KUSC driving to school myself in the morning. There's always something about orchestral music that calms me down at the start of a hectic school day.” – James*

### PLAY ON, CALIFORNIA!

From San Diego to Sacramento and from the LA Phil to the San Francisco Symphony, California offers a goldmine of musical riches. Each weekday at noon, Dianne Nicolini showcases California ensembles, musicians, and composers with her Play On series. A companion blog, Play On, California, provides stories, listings, and videos of California musical organizations big and small, highlighting in detail the efforts by our arts partners over the past year and a half to share their music with audiences online.



Found on “Play On, California” blog: Tenor Issachah Savage will be making his role debut as Tannhäuser when it opens at LA Opera. Photo courtesy: Cory Weaver.

### BACK TO THE HOLLYWOOD BOWL FOR CONCERTS BY THE LA PHIL!

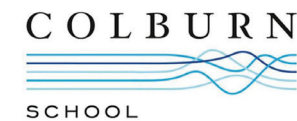
This past May, the LA Phil performed a special tribute concert for an audience comprised of healthcare workers and other first responders. Brian brought it to you live!



## Sponsorship

While a much smaller source of income for the station than the dollars raised from our members, underwriting sponsorship provides both an added revenue stream to fund our programming and an opportunity for arts partners to reach our passionate audience about their cultural offerings. Underwriting also provides opportunities for our corporate partners to support these efforts. From an on-air content perspective, we serve as a megaphone to keep our listeners informed about our arts partners and their digital offerings. From a marketing and underwriting perspective, these organizations count on us more than ever to get the word out that the doors of our concert halls are finally open; live performances are back in our lives, at last. Above all, our arts partners need our help to sell tickets, a source of crucial revenue they were deprived of for 18 months. Though our hosts on occasion mention these events in passing, the most powerful strategy for reaching a large, receptive, arts-loving audience is a targeted flight of multiple spots.

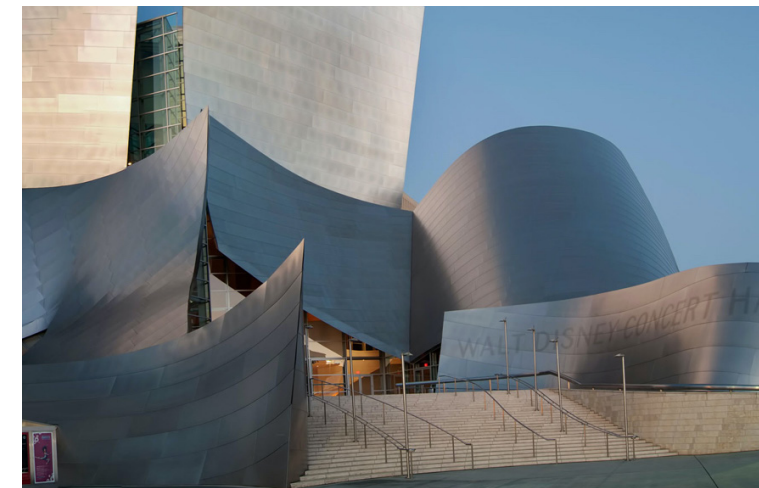
For information about customized partnerships and sponsorship opportunities please contact KUSC's Tim McClellan [tmcclellan@kusc.org](mailto:tmcclellan@kusc.org)



*“Listening to KUSC every morning gives me the one sense of comfort as I get to hear the best of talents being assembled together as I get from home to work.”*

– Vedant Sanghvi

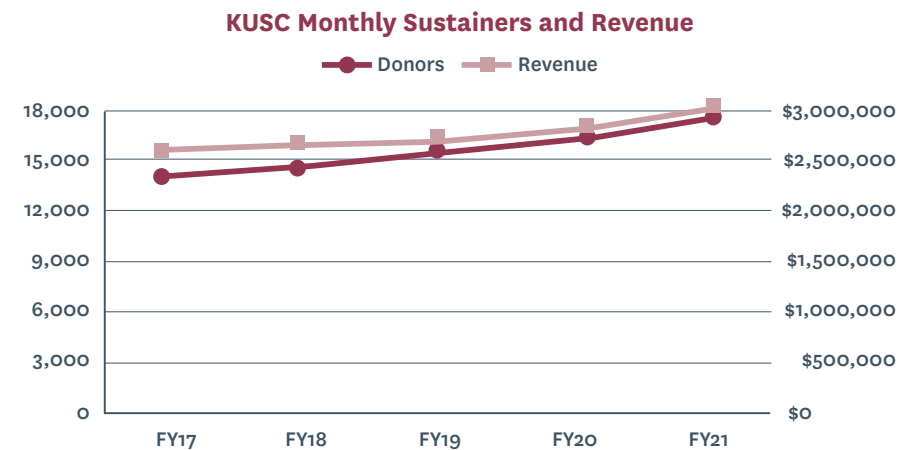
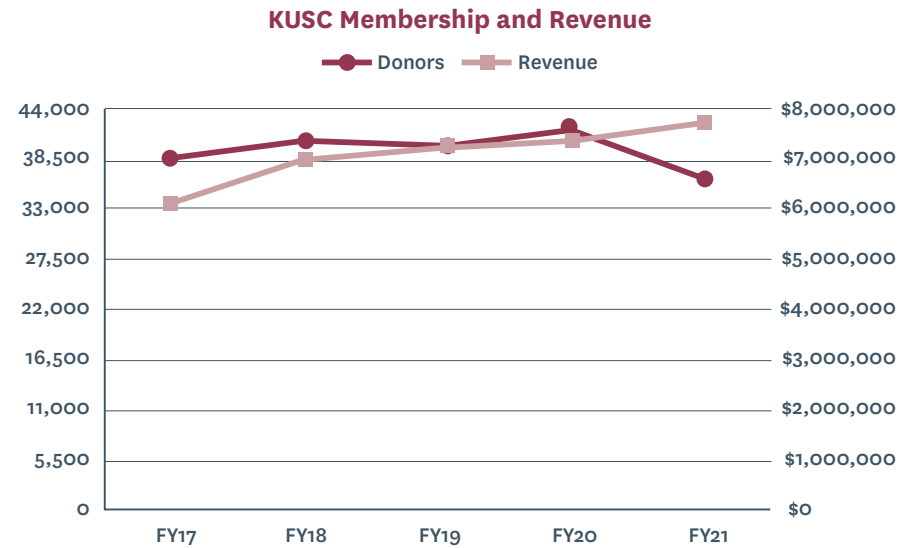
Found on “Play On, California” blog: Just outside of the Walt Disney Concert Hall, at the corner of 1st Street and Grand Avenue, an Augmented Reality sculpture and sound exhibit called “Every Voice” is going to be (virtually) in place between this Friday and June of next year. Photo courtesy: LA Phil.



# Membership

KUSC is extremely humbled by the generous support our members have provided over the past years and especially during FY21. Your support helped KUSC maintain financial stability by keeping Membership strong, healthy and our most important source of income during these increasingly challenging times. It was because of your commitment, even in tough times, that we were able to provide music to help heal the spirit and unite us all. Thank you!

Charts illustrate Membership revenues plus the breakout of revenue from monthly sustaining members.



*“I love to listen ANY time of the day. When I wake up, before going to bed, and every moment in between. Makes my day so much better.”*

– Alejandra López, Pomona, California

# Major Donors

## LEADERSHIP CIRCLE

### President’s Gold – \$25,000 +

Anonymous (5)  
The Colburn Foundation  
Valerie and Hans Imhof  
The Norman and Sadie Lee Foundation  
Sunny Health & Fitness  
Dr. Daniel Temianka  
The Flora L. Thornton Foundation  
Lee and Deborah Walcott

### President’s Circle – \$10,000 - \$24,999

Anonymous (9)  
Curtis N. Browne  
Gary and Shuko Clouse  
Heather MacDonald  
M. Susan Montgomery  
The Negaunee Foundation  
The K.T. & E.L. Norris Foundation  
Jason Subotky and Anne Akiko Meyers  
Meredith Jackson and Jan Voboril

### Composer’s Circle – \$5,000 - \$9,999

Anonymous (18)  
The Hilaria And Alec Baldwin Foundation, Inc.  
Judy and Leigh Bardugo  
Nancy E. Barton Foundation  
Eve Bernstein  
Ana and Robert Cook  
In memory of Diane K. Gordon  
Donald P. Gould  
Barry Graynor  
Dr. Cornelia Haag-Molkensteller  
Robert and Cynthia Hall  
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Judith and Howard Jelinek  
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Janet Petersen  
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The Ruby Family Foundation,  
Ken and Wendy Ruby Trustees  
Dena and Irv Schechter  
Anne-Marie Stephens  
Bea and Dennis Volper  
WHH Foundation  
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### Producer’s Circle – \$2,500 - \$4,999

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Ron Baldwin  
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Sara and Robert Cannon  
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Louise G. Garland  
Teresa Gordon  
Betty Lou Gross  
Harvey Hoepfner  
Charlotte Hughes and Christopher Combs  
Allen Katz  
Terri and Tom Keville  
Katharina and Thierry Leduc  
Stanley Lintner  
Scott Litt  
Lillian Lovelace  
Masako Maki  
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Drs. Kenneth and Roberta K. Nieberg, M.D.  
Jean L. Oppenheimer  
Jane C. Parks  
Anne Breck Peterson  
Jerome & Toby Rapport Foundation  
Robert Richards  
Alexander A. and Mariette Sawchuk  
Claire and Dr. Charlie Shaeffer  
Shanbrom Family Fund  
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Robert and Kerry Shuman  
The Simon-Strauss Foundation  
Judith Spector for Spector Family Trust  
Douglass M. Stewart, Jr.  
Max Stolz, Jr.  
Terence Van Vliet and Jan K. Keller  
Robert D. Voit  
Romona R. Whitney  
David and Michele Wilson

## LEGACY SOCIETY

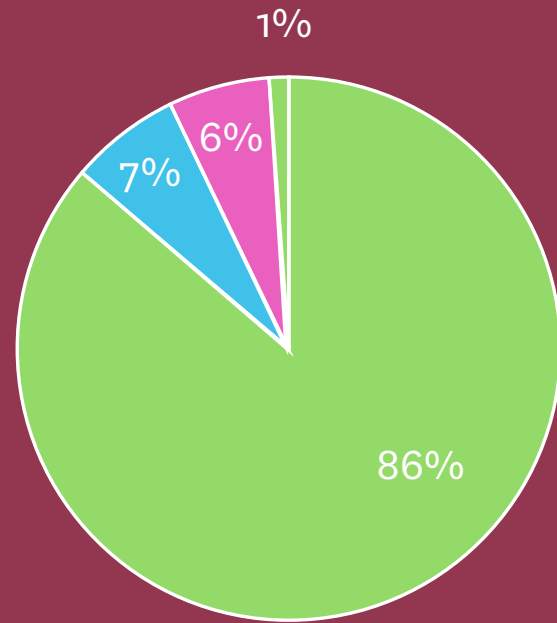
Anonymous (71)  
Dr. Barbara Ackermann, LCSW  
Carleen Anderson  
Jerry and Barbara Andes  
Dr. Roman Anshin, M.D.  
Sonia Appell  
Jim and Nancy Bailey  
Christopher D. Baker  
Charles N. Baron  
Terry S. Bateman  
Dr. Allen Belkind  
Benla C. Bennett  
Herbert M. Berk  
Lillian Berman Goldfarb  
Martin Bray and Scott Henderson  
William J. Bryan  
\*Audrey Steele Burnand  
Jeremiah and Raun Burnham  
Dr. Leland S. Burns  
Bobbi Chifos  
Dr. Owen G. Clayton  
Nancy Coleman-Frank  
Edward and Lisa Cook  
Dr. Allen J. Curtis

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Dr. and Mrs. E. Peter Gabor  
Peggy Garvey  
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Deborah Goetzman  
Meredith Goodwin  
Donald P. Gould  
David Grant  
Tom Greene  
Heinz Hanau  
Rod and Nancy Harvey  
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Terrence Joseph Hughes  
Barbara Jury  
Len and Trudy Kapner  
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Nick J. Labedz  
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\*Morton Lampert  
Dr. Peter B. Landecker  
Jocelyn Lee  
Dennis and Kathleen Lees  
William Earl Lentz  
Adolph Maier  
Hon. Nora Manella  
Alison Manheim  
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Les Modie  
Maury and Barbara Mortensen  
John R. Oden and Mark Dizik  
Craig Percy and Silvia Berg  
Ernest and Anne Prokopovych  
Suzanne Robinson  
In Memory of Charles Simon Sarkas  
Ronald (Dec.) and Barbara Schonfeld  
Matej Sherko and Anthony Rosello  
Lynette Sim  
June Smith  
Max Stolz, Jr.  
Evelyn Stone  
\*Joseph and Linda Svehla  
Craig and Junior Vickers  
Carol Ann Walker Trust  
Carole E. Walker  
Ramona R. Whitney  
Jon Harvey and Joemy Wilson  
Dr. Robert and Mrs. Nadyne Zafran

\*Deceased  
List as of 9/30/21

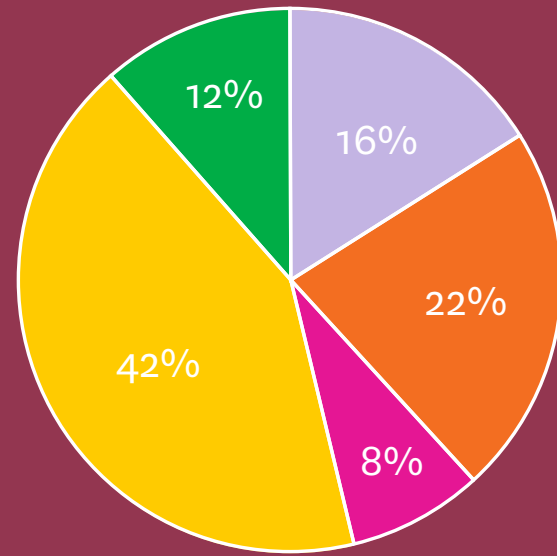
# Fiscal Year 2021 Financial Overview

The financial picture for KUSC is stable. Heading into the fourth quarter, overall FY21 revenue performance was strong. Underwriting revenue faced headwinds given cancelled arts and entertainment events as well as challenges in other sectors such as travel and health industries. We are very fortunate that Membership support has remained strong. The Membership revenue performance, along with expense reductions, resulted in KUSC ending FY21 in a solid financial position, which is critical not only to sustaining our operations in FY22 but funding the future.



FY21 KUSC OPERATING REVENUE

Development	\$7,565,455
Underwriting/Sponsorship	\$580,968
Government Funding	\$502,275
Other	\$115,978
<b>Total</b>	<b>\$8,764,676</b>



FY21 KUSC OPERATING EXPENSES

Operations	\$723,808
Development	\$1,803,036
Underwriting/Sponsorship	\$581,212
Content/Engineering	\$3,650,090
Administration	\$952,415
<b>Total</b>	<b>\$7,729,666</b>

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

# USC Radio Group Senior Leadership



**Judy McAlpine**  
President  
USC Radio Group



**Minnie Prince**  
Chief Philanthropic  
and Community  
Development Officer



**Bill Lueth**  
President KDFC  
Vice President Sponsorship  
and Marketing



**Justin Collard**  
Chief Technology  
Officer



**Mark Steinmetz**  
Vice President of  
Content



**Daniel Sy**  
Senior Business  
Officer

# USCRG Board of Councilors

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

**Natalie Klein** Philanthropist

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

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

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

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



Found on "Play On, California" blog: Juan Pablo Contreras performing *Mariachitlán* at the Walt Disney Concert Hall. Photo courtesy: Juan Pablo Contreras.



Found on "Play On, California" blog: Conductor Gustavo Dudamel. Photo courtesy: Vern Evans.

# KUSC Southern California Radio Network

KUSC 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 six transmitters:

- KUSC 91.5 FM in Los Angeles and Santa Clarita
- KESC 99.7 in Morro Bay/San Luis Obispo
- KDB 93.7 FM in Santa Barbara
- KDSC 91.1 FM in Thousand Oaks
- KUSC FM-1 91.5 Santa Clarita
- KPSC 88.5 FM in Palm Springs

[KUSC.org](http://KUSC.org)

