



SAN FRANCISCO CLASSICAL

2021 Annual Report





We celebrated our 10th anniversary as a non-profit, listener-supported station in a year of that some called “The Great Intermission” and access to the performing arts was severely limited when the concert halls closed. With your support KDFC focused on keeping us all connected with the arts by staying on the air 24 hours a day with the calming effect of inspiring music, the companionship of our hosts, and highlighting activities of musicians across the state.

We took advantage of this period to survey our members about what is most meaningful to you about KDFC’s mission and offerings. Thanks for the great feedback.

While there were construction delays, we pushed forward to build new studios and offices which were almost completed by the end of the fiscal year. Sponsorship support from arts groups and corporations diminished significantly during this time but fundraising for the KDFC annual fund and the building fund remained strong. We all appreciate that support and encouragement that saw us through this period.

We focused on building the plan for our key strategic initiatives including increasing our involvement in the community at large, building a significant digital growth plan to offer more programming choices beyond the radio station, connecting young people with classical music and more that will help nurture a love of classical music for all.

We are grateful that you are on this journey with us, and we are excited to continue to champion the power of music with your ongoing enthusiasm for KDFC.

Bill Leuth
President, KDFC
VP, USC Radio Group



WHO WE ARE

KDFC 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.

KDFC RADIO
San Francisco
Tel. 1-888-966-5454



KDFC’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.

KDFC hosts:

- Alan Chapman
- Brian Lauritzen
- Dianne Nicolini
- Hoyt Smith
- Jennifer Miller Hammel
- John Van Driel
- Lara Downes
- Linda Cassidy
- Maggie Clennon Reberg
- Rich Capparella
- Rik Malone
- Robin Pressman



Welcome, Lara!

In the Spring of 2020, KDFC hired renowned concert pianist, recording artist, educator, and arts advocate Lara Downes to become the new host of Evening Music with Lara Downes. KDFC’s first Resident Artist, Lara will also present original digital content and be involved in station events. Lara’s musical roadmap seeks inspiration from the legacies of history, family, and collective memory, excavating the broad landscape of American music to create a series of acclaimed performance and recording projects that serve as gathering spaces for her listeners to find common ground.

Creating Content For All

“KDFC is my soundtrack for waking up, brainstorming on the job, and winding down. KDFC membership is my best investment for my well-being!” – Susan

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:

LET FREEDOM RING: A Musical Celebration Of Juneteenth

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



INTERNATIONAL WOMEN’S DAY

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

WEEKLY WONDER with LARA DOWNES

On her new evening program, the charismatic musician and storyteller shares recent musical discoveries, highlighting works by female composers and composers of color.

ORCHESTRAS AND OPERA ON THE AIR

The San Francisco Symphony, recorded at Davies Symphony Hall. Following the broadcast, listeners accessed the concerts as an on-demand stream.

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



Donato Cabrera, Music Director of the California Symphony; Photo courtesy: Kristen Loken.

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.

Bay Area Mix, a monthly compendium of recorded live concert performances featuring ensembles from throughout the Bay, from the Peninsula Symphony to Capella SF, from the Piedmont Chamber Music Festival to the San Francisco Symphony Youth Orchestra.



Kelly Leon-Pearce and Suzanne Leonof of the San Francisco Symphony; Photo courtesy: San Francisco Symphony



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



Pre College Summer Program Guitar Skills Course at the San Francisco Conservancy of Music. Photo courtesy: San Francisco Conservancy of Music.

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 performances.

“Your Ultimate California stream is absolutely a brilliant method of airing symphonic works. Someone should get a Pulitzer Prize for the idea. This is really an educational tool that allows the listener to learn more about great music.”

– Kenneth and Donna

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.



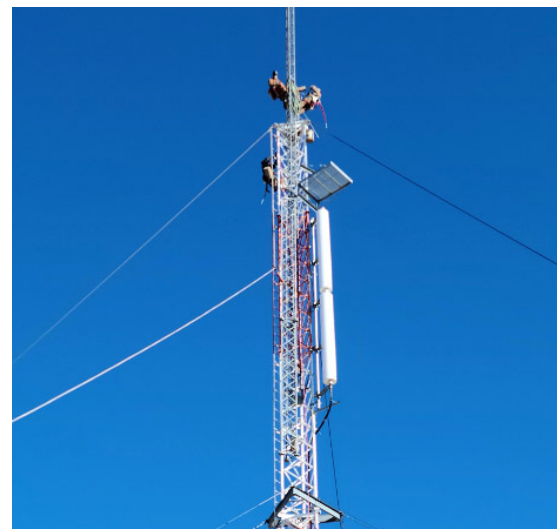
Found on “Play On, California” blog: San Francisco Opera production of *Fidelio*. Photo courtesy: Cory Weaver.



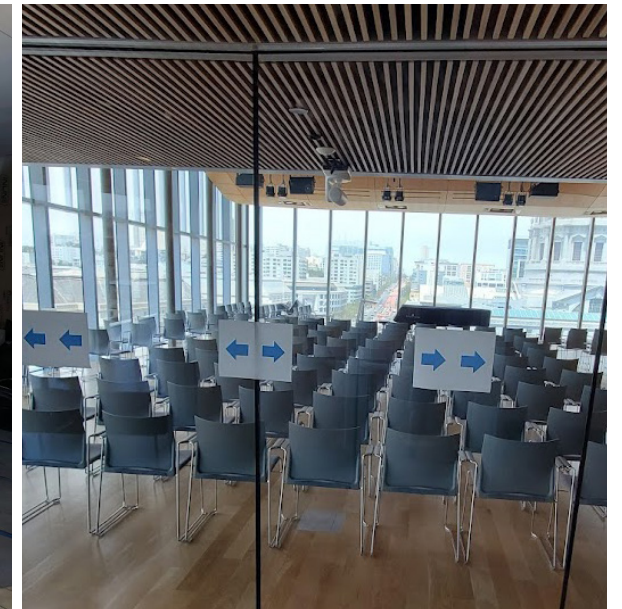
Found on “Play On, California” blog: Del Sol and Huang Ruo collaboration, *Angel Island*.

NAPA TOWER UPGRADE

Our Mount St. Helena radio tower has been mounted to serve 89.9 Napa, with listeners benefitting from increased signal strength (higher tower position) and improved performance during inclement weather.



The entry to KDFC’s new office on Van Ness Street downtown, with a view of the glass-enclosed Osher Studio where you can see our hosts in action.



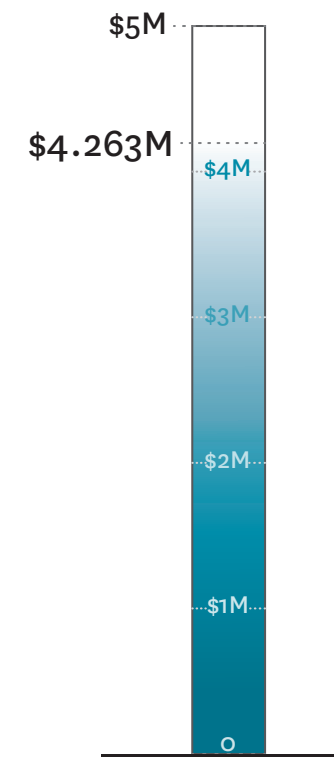
The new office has an event space on the 11th floor where we will offer special experiences for all. What a view!

ON AIR **KDFC**
YOUR WINDOW TO THE MUSIC
BUILDING FUND

KDFC BUILDING FUND

Goal: \$5 MILLION

Amount Received: \$4.263 MILLION



A New Era for KDFC

The move to the Bowes Center in downtown San Francisco has marked a sea change for KDFC, bolstering its role as a leading cultural institution. The station’s welcoming, light-filled new space draws us closer to our neighboring arts partners, enabling us to better tell their stories and promote their achievements and performances. We’ll also welcome community members for informal concerts and cabarets.

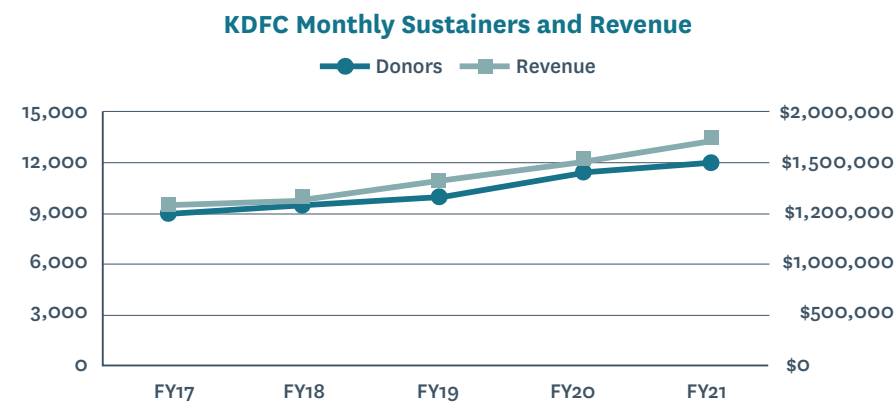
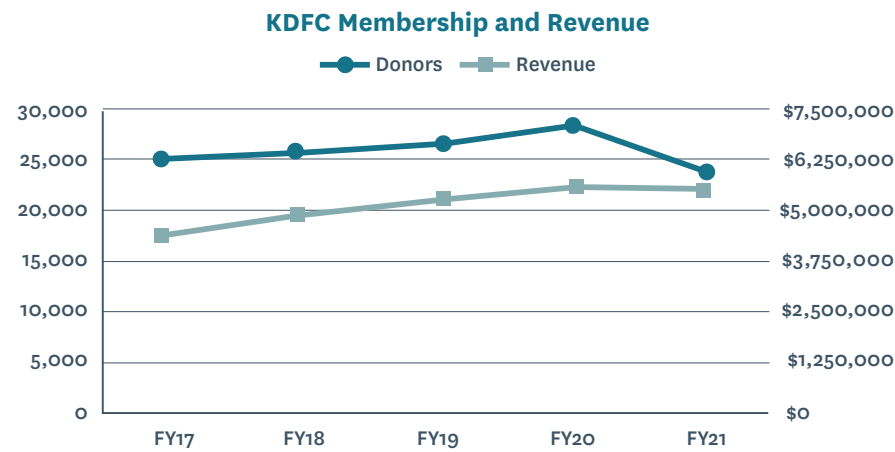
As KDFC President Bill Lueth has said, the new home “provides an opportunity for us to have a community ‘front door’ in a way that most radio stations can’t. A radio station is different than a typical music institution that presents performances; we’re serving art to people 24 hours a day.”

Please support the Building Fund by visiting KDFC.com or by calling (949) 439-8582.

Membership

KDFC is humbled by the generous support our members have provided over the past years, and especially over the last 12-months. At a time of great uncertainty, your support helped us maintain financial stability by keeping membership—our most important source of income—robust and healthy. It is only because of your commitment that we are able to continue to provide uplifting classical music for the entire community, helping heal the spirit and calm frazzled nerves. Thank you!

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



“My two teenage daughters and I listen in the car going to and from St. Francis H.S. in Mountainview. Rather than listening to talk radio or sports, we’ve all bonded with the Classical music.”

– Patrick

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 KDFC’s **John Leathers** jleathers@uscradiogroup.com



Found on “Play On, California” blog: Cal Performances launched its season with the in-person debut of an artist whose ‘at home’ debut performance this past year was very popular: violinist Tessa Lark. Photo courtesy: Lauren Desberg.

Major Gifts

PRESIDENT’S CIRCLE

Guarantor – \$100,000 and above

Karen Lee Finney

Innovator - \$50,000 to \$99,999

Anonymous

Benefactor – \$25,000 to \$49,999

Anonymous

Director – \$10,000 to \$24,999

Anonymous

Brigid Barton

Chris Crocker

Helen and Raj Desai

Lois M. De Domenico

Edward S. Dubel

Herb and Jane Dwight

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Cynthia Hersey

Stephen and Sandra Janachowski

Greg Linvill

Connie and Bob Lurie

Jennifer MacCready

Nancy Mueller

Sack Family Fund

George Shenk and Georgia Lee

Investor – \$5,000 to \$9,999

Anonymous

Catherine and Duncan Beardsley

Josephine H. Brownback

James Canty

Barbara Shilling and Richard Carr

Nancy Christman

Joseph Correia

Michele Dup Goss

John Hall

Henry Hartveldt

Andrea L. Hong

Marianne Manny

Clay Felchlin McGuire

Joseph O’Neil, Jr.

John Overton

Elsa and Neil Pering

Arthur and Toni Rembe Rock

Ama Torrance

Elizabeth H. Wong

Thomas Yee

LEADERSHIP CIRCLE

Leader – \$2,500 to \$4,999

Anonymous

Laima M. Baltusis and Daniel Iverson

Forrest Beaty

John Michael Bishop

James R. and Mical A. Brenzel

Toby Mickelson and Donald Brody

Dr. Randolph Chase

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Anaa Maria Reese

Renee Rymer

Cheryl Sorokin

David Strand and M. Bridget Duffy

Edith Sweet

Moshuet Tam

Galen Wagnild

James R. Whittington

INSTITUTIONAL FUNDERS

Private and Corporate Foundations

\$10,000 and above

William and Flora Hewlett Foundation

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

THE BATISHWA MINER

BROADCAST CENTER

BUILDING FUND CONTRIBUTORS

Founders – \$200,000 and above

Anonymous

Lois M. De Domenico

Sakurako and William Fisher

Ken and Natalie Klein

Gloria Miner

Bernard and Barbro Osher

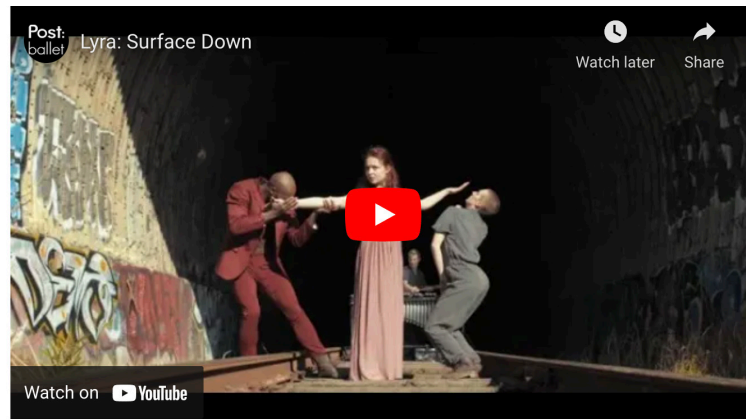
John Osterweis and Barbara Ravizza

Additional Supporters will be acknowledged at close of campaign.

List as of 10/21/21

“Thank you for all the wonderful music you play. I’ve found that the stress of the times has made me a classical music devotee! Who knew! As an African American, I’ve been pleased to have been introduced by you to composers of African American descent.”

– Bonnie



Found on “Play On, California” blog: San Francisco Performances’ PIVOT series presentation of *The Living Earth Show* and *Post:ballet* in a collaborative production called *Lyra*.



A TRIBUTE

First female dean at UC Hastings College of Law and loyal KDFC supporter, Mary Kay Kane passed away on June 3rd after a brief illness.

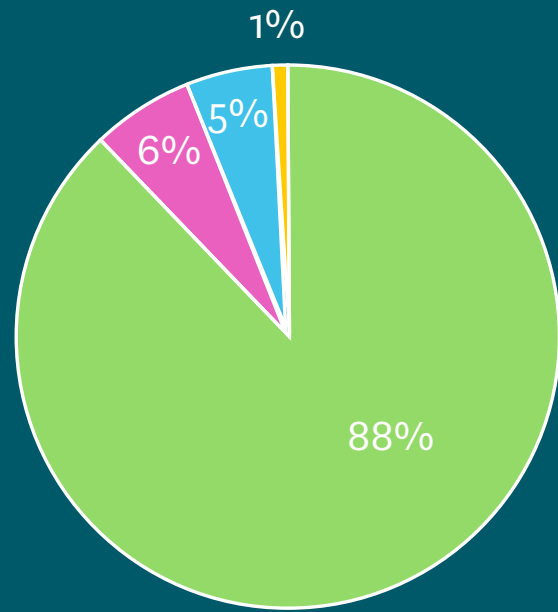
Born in Detroit, Mary Kay’s first choice in a career was to be a concert pianist. She was accepted into the conservatory at Juilliard in New York. Her parents talked her out of it, concerned about their daughter living in such a big city. She never stopped her love for the piano.

In addition to her contributions to KDFC over the years, Mary Kay generously gifted to us our very own Yamaha Disklavier grand piano, proudly displayed in the lobby of our new broadcast center. We honor Mary Kay’s vision and steadfast support of our mission.

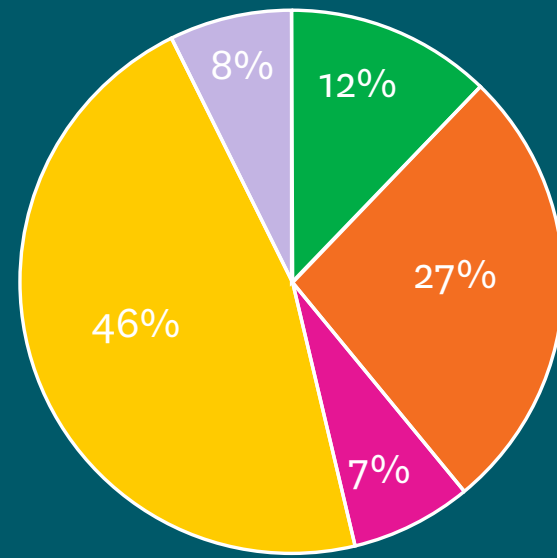


Fiscal Year 2021 Financial Overview

The financial picture for KDFC is stable. Heading into the fourth quarter of FY21, overall 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 KDFC ending FY21 in a solid financial position, which is critical not only to sustaining our operations in FY22 but funding the future.



FY21 KDFC OPERATING REVENUE



FY21 KDFC OPERATING EXPENSES

■ Development	\$5,520,313
■ Underwriting/Sponsorship	\$770,345
■ Government Funding	\$436,689
■ Other	\$85,020
Total	\$6,812,367

■ Operations	\$482,536
■ Development	\$1,485,366
■ Underwriting/Sponsorship	\$384,337
■ Content/Engineering	\$2,696,290
■ Administration	\$591,289
Total	\$5,639,718

Note: Revenue does not reflect financial contributions to the KDFC Building Campaign, which are on pg. 7.

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

USC Radio Group Senior Leadership



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USC Radio Group



Minnie Prince
Chief Philanthropic
and Community
Development Officer



Bill Lueth
President KDFC
Vice President Sponsorship
and Marketing



Justin Collard
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Officer



Mark Steinmetz
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Robert Abeles Senior Vice President Emeritus
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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



Play On, California spotlight on San Francisco Performances concerts by the Catalyst Quartet. Photo courtesy: Ricardo Quinones.



Play On, California spotlight on Opera San Jose is presenting a streamed performance of Nikolai Rimsky-Korsakov's *Mozart and Salieri*. Photo courtesy: Ian Fullmer.

KDFC Northern California Radio Network



KDFC transmits its programming from six transmitters:

-  KDFC 90.3 San Francisco
-  KOSC 89.9 FM Wine Country
-  K223AJ 92.5 Ukiah-Lakeport
-  KXSC 104.9 FM Silicon Valley
-  K212AA, 90.3 Los Gatos
-  KDFG 103.9 FM Monterey

KDFC.com

