






ANNUAL REPORT

2012-2013

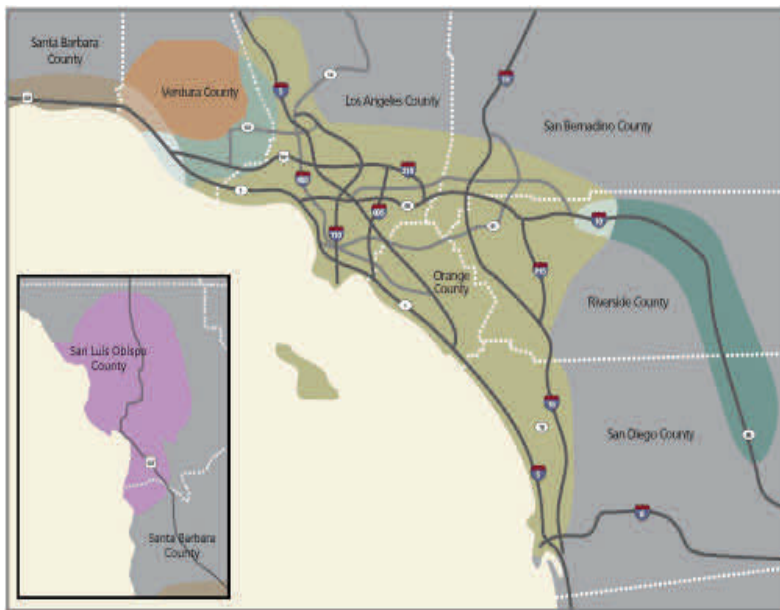
KUSC



Frequencies and Coverage Area

 KUSC-FM 91.5 Los Angeles	 KPSC-FM 88.5 Palm Springs
 KQSC-FM 88.7 Santa Barbara	 KDSC-FM 91.1 Thousand Oaks
 KE SC-FM 99.7 San Luis Obispo	

CLASSICAL KUSC



USC's Classical Public Radio can be heard in 7 counties, from as far north as San Luis Obispo and as far south as the Mexican border. With 39,000 watts of power, Classical KUSC boasts the 10th most powerful signal in Southern California.

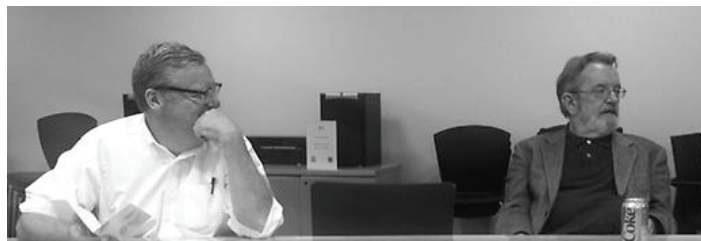
KUSC Mission

To make classical music and the arts a more important part of more people's lives. KUSC accomplishes this by presenting high quality classical music programming, and by producing and presenting programming that features the arts and culture of Southern California. KUSC supports the goal of the University of Southern California to position USC as a vibrant cultural enterprise in downtown Los Angeles.



Table of Contents

3	Letter from the President, USC Radio	12	External Marketing
4	USC Radio Vice President and General Manager	13	KUSC Interactive
5	Programming Highlights 2012-13	14	USC Radio Board of Councilors
6	Programming Shows and Productions	15	KUSC Tours
7	Programming Specials	16	Development
8	Tour with the Los Angeles Philharmonic	17	Leadership Circle
9	On Air-Announcers	18	Legacy Society
10	Programming 2013 - 14	19 –20	Classical KUSC Staff
11	Underwriting	21	KUSC Supports the Arts
		22	Revenue and Expenses



Letter From USC Radio President



Brenda Barnes

Since USC Radio is operating in both Southern California and the Bay Area, I have had the opportunity to reflect on the cultural riches that exist in our great state. Since California is so large and there has been division and rivalry between north and south we do not spend enough time thinking about the power of a united California, particularly when it comes to the arts.

I can easily argue that the two most vibrant symphony orchestras in the country are the Los Angeles Philharmonic and the San Francisco Symphony. The Los Angeles Opera and the San Francisco Opera are also mounting highly acclaimed productions one after the other. And this only scratches the surface of the depth and breadth of the arts in both regions. We are truly very fortunate that we have great artistic riches around us and USC Radio is honored to celebrate the arts statewide!

For the third year in a row, we also received recognition of our efforts to advocate for the arts from the Los Angeles Press Club. KUSC won in November for creating the year's best radio personality profile and won a second place award for radio feature. The winning personality profile award was given to *Arts Alive* producer Katie McMurrin, host Brian Lauritzen and executive producer Gail Eichenthal for an interview Gail did with actor Gary Oldman, star of the film *Tinker, Tailor, Soldier, Spy* that aired last year during the Oscar race. The judge said about the interview: "It's a revelation to hear Gary Oldman speaking in his authentic south London accent that American filmgoers rarely hear as he chuckles over how stressed out he used to get when creating his heavy-duty characters, going out to get loud and drunk, even today, though calmer, he laughs in this fascinating interview! When you hear Dracula crying, that's Gary crying." KUSC won second place in the radio feature category for Katie's work on the segment "Gay Men's Chorus of Los Angeles Performs Tolerance."

Because advocating for the arts is so important to us and we have not engaged the arts community in a focused discussion of needs and challenges for a few years, we decided to undertake that this year. We also convened Bay area roundtables in which arts leaders

discussed their vision, education strategies, and common challenges.

Armed with clear messages from the arts community, we are talking about how our arts programming can better meet those needs. It should probably come as no surprise that funding was at the top of the list. In San Francisco a percentage of the hotel tax goes to support the arts, generating millions of dollars per year in funding distributed to arts organizations. Los Angeles City and Los Angeles County combined have only a fraction of the funding that is allocated to the arts in San Francisco. Therefore, our strategies to advocate for the arts will be different in the Bay Area and Southern California because the challenges are different.

This year we also developed a new strategic vision for USC radio to guide our efforts in the coming years, remembering that our primary goal is to offer the best performances of the best pieces in the classical repertoire, helping listeners understand why these pieces and performances are important and recognizing that listeners have a strong emotional connection to the works of art we offer. Part of that strategic vision includes making use of new media technology to accomplish our mission and we have a wonderful team helping us with this opportunity led by Chris Mendez and Carly Gillis.

Our KUSC Interactive team developed and launched three apps this year: a music streaming app called Soundsnips with activity-based playlists that is available on iTunes, iPad app World Venues, which offers pictures, information and performances from the world's most famous concert halls, and Geotunes. Geotunes is a Spotify app that allows users to explore music by location. Soundsnips and WorldVenues were honored with Webby Awards.


We also spent considerable time this year restructuring our management team since we are now operating two successful classical services in the two largest cities in the state. That has, of course, been an

adjustment for USC Radio but it is also a wonderful opportunity. By sharing expenses behind the scenes we are able to devote more funding at each set of stations to programming. That is a huge benefit to KUSC and it has been pivotal in starting up a new nonprofit to preserve classical music in the Bay Area.

We also launched a \$10 million capital campaign in the Bay Area to help us pay for the stations we purchased and establish an endowment, and we received our first ever seven-figure gift from Natalie and Ken Klein, specifically for endowment. I think it is fitting to end this letter with their words, which are just as true for KUSC as they are for KDFC.

Natalie chairs our Bay Area Advisory Board and said, “The San Francisco area takes its classical music very seriously, and I wanted to help preserve that. Even more than KDFC itself, I feel that classical music is like art in the Louvre or other museums throughout the world. It’s an important piece of history and very important piece of our culture for future generations. Having it on the radio is like a museum of the airways, bringing this art to everyone.” Ken Klein added “I care deeply about preserving classical music. I see the preservation of this station as linking what the university is doing with the arts to the needs of the Bay Area community, which is a very important community to USC in terms of incoming students and alumni. With its six arts schools and its incredible support of world-class classical music, USC and KDFC share a common love of the arts.”

Thank you for your support of KUSC, which has made great things possible for classical radio in California this year.

For the Music,

President, USC Radio

USC Radio

Vice President and General Manager



Vice President
Bill Lueth

Bill oversees programming and underwriting sales at KUSC, and is the President of our sister station KDFC in San Francisco. A former opera singer, Bill has been in the radio business as announcer, programmer, and manager in multiple formats for over 25 years. With a special emphasis on classical, his stations have won numerous national awards including Best Classical Station twice, and Excellence in Community Service twice by the National Association of Broadcasters.



General Manager
Eric DeWeese

Eric founded WRKF, the only public radio station in Baton Rouge, Louisiana, and managed the station for 23 years. At KUSC, Eric provides strategic operational leadership for KUSC; develops goals and strategy for KUSC to position the organization as one of the top five cultural institutions in Southern California; ensures that KUSC provides outstanding service to listeners and promotes the rich arts and cultural community of Southern California; leads an outstanding staff of professionals; and manages station resources to achieve organizational goals. Eric joined KUSC in 2003.

Programming Highlights 2012-13

LA Press Club's National Entertainment Journalism Awards

In November 2012, Classical KUSC staffers were honored for creating the year's best radio personality profile at the Los Angeles Press Club's National Entertainment Journalism Awards. The winning profile aired on Arts Alive and featured actor Gary Oldman, star of the film *Tinker Tailor Soldier Spy*, in



conversation with Gail Eichenthal. In addition to Gail, the award honored Arts Alive host Brian Lauritzen, and former producer Katie McMurrin

Judge's comments: *It's a revelation to hear Gary Oldman, speaking in the authentic south London accent that American filmgoers rarely hear, as he chuckles over how stressed out he used to get when creating his heavy-duty characters, going out to get loud and drunk. Even today, though calmer, he laughs in this fascinating interview! When you hear Dracula crying, that's Gary crying."*

KUSC won second place in the Radio Feature category for McMurrin's work on the story "Gay Men's Chorus of Los Angeles Performs for Tolerance." Arts Alive was nominated in a third category: for film reviews by *Los Angeles Times* critic Kenneth Turan in conversation with Gail Eichenthal.

Brian Lauritzen Featured in the LA Times



Brian Lauritzen appeared in the LA Times on August 12, 2012 article by Scott Timberg, called, "Brian Lauritzen is a laid-back evangelist of the classical radio world". "The voice behind KUSC's 'Baroque and Beyond' and various Bowl and L.A. Phil shows gets the message out in his youthful and unorthodox style."

KUSC's Brian Lauritzen and Jamie Paisley Receive Recognition by Musical America Worldwide



Musical America Worldwide had an article online, November 1, 2012 by Amanda Ameer that was a Special Report called, "Rising Stars in...Radio & Recording".

The article featured Brian Lauritzen, Producer/Host, Classical KUSC. Brian is the only person in the category of Radio and Recordings who works for a local radio station. This was a national recognition! Jamie Paisley, Classical KUSC's Music Director had a mention in the article too.



KUSC Receives Honors From The Colburn School

The Colburn School honored KUSC at their Honors Recital on June 2, 2013. This is the annual concert featuring the best students of the community school. KUSC offered the concert as a podcast on the website—there were some terrific performances. At the beginning of the concert, President and CEO, Sel Kardan thanked KUSC for "inspiring audiences and furthering classical music in Southern California and across the nation."



Programming Shows and Productions

KUSC's Regular Programming

- ◆ USC Thornton Center Stage, hosted by Alan Chapman.
- ◆ The Record Shelf, hosted by Jim Svejda.
- ◆ The Opera Show, hosted by Duff Murphy.
- ◆ Modern Times, hosted by Alan Chapman.
- ◆ The Request Show, hosted by Alan Chapman.
- ◆ Soul Music, hosted by Brian Lauritzen.
- ◆ A Musical Offering: Music of the Baroque, hosted by Alan Chapman

Live Broadcast Specials

Saturday, September 15, 2012:

LA Opera Season Opening production, Verdi's *The Two Foscari*. Hosted by Duff Murphy.

Sunday, September 30, 2012:

LA Phil Inaugural Gala, with Gustavo Dudamel, conductor and a program of Ravel's *Pavane pour une infant défunte*, the world premiere of Steven Stucky's *Symphony* and Stravinsky's *The Rite of Spring*, hosted by Brian Lauritzen and Alan Chapman.

Wednesday, October 3, 2012:

LA Opera, Mozart's *Don Giovanni*, Hosted by Duff Murphy and Brian Lauritzen.

Saturday, November 17, 2012:

LA Opera, Puccini's *Madame Butterfly*, Hosted by Duff Murphy and Gail Eichenthal



Concert Productions

- ◆ Twelve live **Pacific Symphony concerts**, starting in September 2012 and continuing each month through June 2013; hosted by Rich Capparella
- ◆ Thirteen concert broadcasts of the **Los Angeles Philharmonic at Disney Hall**. The series started in April 2013 and continuing through June 2013; produced and hosted by Brian Lauritzen
- ◆ Ten concert broadcasts of the **Los Angeles Philharmonic at the Hollywood Bowl**. Concerts aired August 2012 through October 2012; produced and hosted by Brian Lauritzen
- ◆ Six productions of **LA Opera On Air**. The operas aired from May 2013 to June 2013 and were hosted by Duff Murphy
- ◆ Seven concerts from the **Los Angeles Chamber Orchestra** aired from October 2012 to November 2012; hosted by Gail Eichenthal
- ◆ Seven concert broadcasts from the **Los Angeles Master Chorale**, aired from December 2012 to January 2013; hosted by Alan Chapman
- ◆ Rich Capparella hosted KUSC's broadcast of the 56th annual **Metropolitan Opera National Council Western Regional Auditions Finals** on Sunday, December 2, 2012

Programming Specials

Arts Alive

To celebrate the 100th anniversary of Stravinsky's *The Rite of Spring*, Arts Alive devoted an entire show to the history and legacy of the composition with help from conductors Gustavo Dudamel, Esa-Pekka Salonen, Michael Tilson Thomas and John Mauceri. Plus, Brian Lauritzen talks to German DJ Stefan Goldmann who edited more than a dozen performances of the work into a single piece.

Here is a listing of notable guest and organizations who appeared on Arts Alive:

- ◆ Composers: John Williams, Gabriela Ortiz, Meredith Monk, David Newman, Emma Lou Diemer
- ◆ Photographer: Catherine Opie
- ◆ Musicians: Renee Fleming, Susan Graham, Alissa Weilersten Nicola Benedetti, Pepe Romero
- ◆ Playwrights: David Henry Hwang, Jon Robin Baitz
Authors: Salmon Rushdie, Ryan McIlvain, Marjane Sartrapi
- ◆ Conductors: Esa-Pekka Salonen, Michael Tilson Thomas, Gustavo Dudamel, Carl St. Clair, John Mauceri, Zubin Mehta
- ◆ Festivals: Los Angeles Times Festival of Books, Hear Now Festival, Ojai Music Festival
- ◆ Organizations Included: Blank Theater, California Museum of Design, The Getty, LACMA, MOCA, Gay Men's Chorus, Harmony Project, Bob Baker Marionette Theater, Joffrey Ballet, The Broad Theater, Center Theatre Group, LA Opera, LA Phil, The Hammer Museum, LA Master Chorale, Classical Revolution, LACO, Van Cliburn International Piano Competition, The Clark Library, Association for the Advancement of Creative Musicians, Lewis Family Playhouse
- ◆ Actors: Judd Hirsh, Joel Grey, George Takei
- ◆ Artists: Lynn Foulkes, Kent Twitchell, John Baldessari, Meleko Mokgosi, Tanya Aguiniga, Catherine Opie
- ◆ Director: Derek Cianfrance

Holiday Broadcasts

Throughout the holiday season, KUSC broadcast numerous specials produced by KUSC, American Public Media and other organization, including:

- ◆ *KUSC's New Year's Eve Bash* - Hosted by Jim Svejda, this 7-hour program is our yearly exercise in mirth, mayhem and questionable taste.
- ◆ *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 St. Olaf Christmas* - This popular festival includes hymns, carols, choral works and orchestral selections featuring more than 500 student musicians from the venerable St. Olaf College in Northfield, Minnesota. From American Public Media.
- ◆ *LIVE A Festival of Nine Lessons and Carols* - The beloved 30-voice King's College Choir performs their legendary annual service of music and Biblical readings, love from Cambridge University. From APM.
KUSC Presents the Pacific Chorale: Christmas with the John Alexander Singers: The John Alexander Singers are joined by harp and oboe for a magical concert exploring the music of Christmas through carols both traditional and new.
- ◆ *KUSC Presents the Los Angeles Master Chorale: Holiday Wonders* - This festive concert of best-loved songs of the season presents one of the world's great choruses in both traditional and dynamic new arrangements.

Tour with the Los Angeles Philharmonic

On Tour with the

Los Angeles Philharmonic

Brian Lauritzen traveled to London, England with the Los Angeles Philharmonic in March 2013. His daily on-air report and blog entries, called *Postcards From London*, followed the ten students from Youth Orchestra Los Angeles (YOLA) selected to join the Phil abroad and the adventurous concerts given by Gustavo Dudamel and the LA Phil at London's Barbican Centre.



On Air-Announcers



Dennis Bartel

Weekday morning host Monday-Friday 6 a.m. to 9 a.m. and Sundays from 1 p.m. to 6 p.m. Dennis is a thirty-year veteran broadcaster, having served in Washington, D.C., Baltimore, and in Pittsburgh.

Dennis began his broadcast career in his native Los Angeles as morning host at KUSC in late 1970s, when he also produced a celebrated series of hour-long documentaries on California writers. Dennis is also an accomplished writer, having published hundreds of articles, stories and essays with such enterprises as *Harper's*, *Time-Life*, *Doubleday*, and others. Dennis and his wife Erin are parents to four young children.



Rich Capparella

Host weekdays 4 p.m. to 7 p.m., Saturdays at noon to 5 p.m. and Pacific Symphony Broadcasts. In 1972 an employment counselor asked Rich Capparella, "If you could be anything in the world, what would you be?" Without hesitation he replied, "A classical music radio announcer!" Today Rich is one of the best-known classical music radio personalities in the United States.

He also has a recording company, "Cardiff Studios", produces commercials and programming for U.S. arts organizations, including the Chicago Symphony Orchestra and the Indianapolis Symphony Orchestra. He's an active lead singer and guitarist with a four-piece cover rock band, "Otherwise Normal". Rich and his wife Marcia, a private school administrator, live in Santa Monica, California.



Alan Chapman

Can be heard weekdays at 9 a.m. - 1 p.m. and is also the host and producer of two weekend programs: *Modern Times* and *Thornton Center Stage*. He has a Ph.D. in music theory from Yale University. He is currently a member of the music theory faculty of the Colburn Conservatory.

Well known as a pre-concert lecturer, Alan has been a regular speaker on the L.A. Philharmonic's "Upbeat Live" series since its inception in 1984. He also works closely with the Los Angeles Master Chorale, Los Angeles Opera and Pacific Symphony. His lectures have been presented by virtually every major performing organization in southern California. He is heard globally as programmer and host of the inflight classical channel on Delta Airlines. Alan is also active as a composer/lyricist.



Gail Eichenthal

Executive Producer of KUSC and our sister station in San Francisco, KDFC. For both stations, she oversees arts coverage, concert broadcasts, and live productions. She is also the Executive Producer of *Arts Alive*, *LA Opera on Air*, and the LA Philharmonic radio broadcasts.

After more or less growing up at KUSC in the late 1970's and 80's, Gail rejoined the KUSC staff in 2005 following an absence of 16 years, during which she pursued a broadcast news career. Gail has also published articles for the *LA Times Calendar*, *LA Times Sunday Magazine*, and *Symphony Magazine*.



Brian Lauritzen

The afternoon weekday host on Classical KUSC at 1 p.m. to 4 p.m. He also hosts KUSC's arts news magazine *Arts Alive*, Saturdays at 8:00 a.m., and the nationally-syndicated broadcasts of the LA Philharmonic. His work has been broadcast internationally by NPR, American Public Media, and the WFMT Radio Network. During his tenure at Classical KUSC, Brian has interviewed dozens of top classical musicians and artists. Among them, Gustavo Dudamel, Itzhak Perlman, Dawn Upshaw, Valery Gergiev, Plácido Domingo, John Adams, Pierre Boulez, and many others. Brian is also the host of several critically acclaimed podcasts. Among them: [Behind the Curtain at LA Opera](#) and the [LA Chamber Orchestra podcasts](#).



Duff Murphy

On Saturday mornings 9:00 - 12:00 noon, busy Los Angeles attorney Duff Murphy trades depositions for divas and other things operatic as host of Classical KUSC's popular "Opera Show." The erudite and enthusiastic world class opera fan has been presenting opera on Los Angeles radio for many years, having joined Classical KUSC in 1994. During the Metropolitan Opera's December to April season, he introduces opera's historic performances and colorful personages; and during the Met's off-season he features favorites among composers, conductors and artists. Recognizing that operatic music spans generations, continents and centuries, Murphy imbues each program with a range of musical historical experience, often creating programs around specific themes.



Jamie Paisley

Host on KUSC from 6 a.m. to 8 a.m. on Saturdays and also serves as the station's Music Director. Jamie began his radio career while studying Classical Vocal Education at Ithaca College in Central New York. Jamie is a core member of the Santa Monica choral ensemble [Cantori Domino](#) and on his spare time can usually be found at the New Beverly or American Cinematheque indulging his other love: film.



Jim Svejda

Host the evening program from 7 p.m. to midnight, always commencing with his signature opening, the third movement of Martinu's Piano Quartet #1. He is also host and producer of the syndicated radio series "The Record Shelf", which is carried by public radio stations across the nation. It's also heard on KUSC on Sunday evenings, from 10 p.m. to 11 p.m. Although Jim is one of the most respected, critical voices in the classical music field, he also is one of the most entertaining and popular program hosts on public radio. Since 1979, he has delighted Classical KUSC listeners with his witty, meticulously crafted essays on diverse composers, conductors and artists -- as well as his commentary on a wide range of other subjects that attract his musical fancy.

Programming 2013-14

What You Can Expect in 2013-14

LA Phil at the Hollywood Bowl Broadcast Series

LA Phil at the Hollywood Bowl: Ten-week broadcast series starting Sunday evening, August 4, 2013 at 7pm, bringing one of Southern California's most magical concert experiences right to you. Host and producer: Brian Lauritzen.

LA Opera Live Broadcast

Sept. 21, 2013: Live Broadcast of Bizet's *Carmen*, the LA Opera's 2013-14 season opener, starring Patricia Bardon in the title role and Brandon Jovanovich as Don Jose.

LA Philharmonic Live Broadcast

Sept. 30, 2013: Live Broadcast of the LA Philharmonic's 2013-14 season gala opening concert with cello soloist Yo-Yo Ma and Music Director Gustavo Dudamel.

The Metropolitan Opera Broadcast

The Metropolitan Opera, live from New York Saturday mornings beginning with Verdi's *Rigoletto*, December 7, 2013 and running through May 10, 2014 when we bring you Rossini's *La Cenerentola*.

LA Phil at Disney Hall Series

LA Phil at Disney Hall 13-week series of concerts from the 2013-2014 season, beginning April 2014, hosted and produced by KUSC's Brian Lauritzen.

LA Opera on Air

The complete 2013-2014 season of LA Opera beginning May 2014, following the Met Season. Hosted by Duff Murphy, produced by Mark Lyons. A co-production with LA Opera.

LA Chamber Orchestra Broadcasts

Eight programs beginning Sunday Oct. 13, 2013 at 7pm. Hosted by Gail Eichenthal.

Pacific Chorale

A Holiday Concert December 2013

LA Master Chorale

Seven-week broadcast season beginning Sunday Dec. 22, 2013 at 7pm. Hosted by Alan Chapman.

Follow Us, Friend Us, Pin Us



KUSC is using social media to interact with fans and fellow arts organizations, promote programming and start discussions about the music and art that we all love.

Twitter: Nearly 7,049 people “Follow” @ClassicalKUSC on **Twitter** to read about programming highlights, news from the world of classical music, or just some good old #ClassicalHumor.

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

Alan Chapman (@Stravinskyite), Gail Eichenthal (@KUSCGail), Dennis Bartel (@DennisBartel), Jamie Paisley (@JamiePaisley) and Brian Lauritzen (@BrianKUSC)

Facebook: Nearly 11,050 people “Like” KUSC on Facebook, where KUSC staff and hosts share behind-the-scenes photos, information about the station's daily goings-on, programming highlights and Alan Chapman's notorious Pictorial Clues.

Underwriting

Throughout the years KUSC's Classic Events have provided KUSC members a chance to experience exceptional arts events throughout Southern California. By partnering with many Southern California arts sponsors, KUSC members have enjoyed exquisite and memorable evenings of arts entertainment. The selection of venues for Classic Events include the quality of the experience, the space, and high quality of staff and service. Classic event ticket giveaways as well as other ticket offers are available through our e-news letter and website home page. If you would like to be added to this list, log on to www.kusc.org.

During 2012-13 KUSC partnered with the following arts organizations to present our Classic Events. Here is look back at last years events:

September, 2012

Andre Watts Plays Brahms - Pacific Symphony

November, 2012

Alsop Conduits Tchaikovsky - LA Philharmonic

Pepe Romero - Long Beach Symphony

Sir. John Eliot Gardinier/Beethoven's 9th Symphoy

The Philharmonic Society

December, 2012

Anonymous 4

Center for the Art of Performance – UCLA

January, 2012

Brahms Requiem - LA Music Center

February, 2013

The Little Mermaid

Segerstrom Center for the Arts

March, 2013

Mostly Baroque - LA Chamber Orchestra

The Flying Dutchman - LA Opera

April, 2013

Zackerman Chamber Players - The Broad Stage

May, 2013

The Scottsboro Boys - The Center Theatre Group

Corporate Sponsors

As a corporate sponsor of Classical KUSC, your message reaches over 602,000 of the most affluent and educated listeners in Southern California. Your message on KUSC reaches your potential clients from Morro Bay to San Diego to Palm Springs

- ◆ 81% of KUSC Listeners have a college degree
- ◆ 70% of public radio listeners are more likely to purchase from companies that support public radio

We salute some of our sponsors:



For information on becoming a KUSC sponsor

Contact: Abe Shefa

General Sales Manager and

Director of Corporate Affairs

213-225-7450 or ashefa@kusc.org

2013-14 KUSC will co-sponsor events with:

- ◆ **September, 2013** - Pacific Symphony
- ◆ **October, 2013** - LA Chamber Orchestra
- ◆ **December, 2013** - Pasadena Symphony
- ◆ **January, 2014** - The Broad Stage
- LA Master Choral
- ◆ **February 2014** - LA Opera
- LA Philharmonic
- Segerstrom Center for the Arts
- ◆ **May 2014** - Center for the Art of Performance – UCLA

Updates will post to KUSC.org website.

External Marketing

KUSC and The Hollywood Bowl



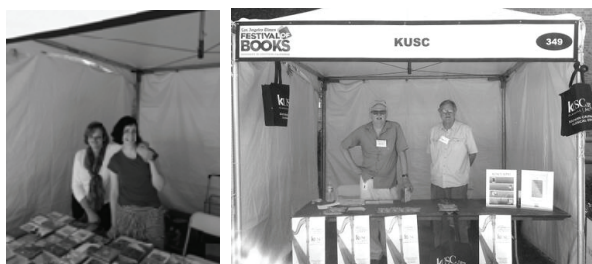
KUSC was proud to partner with the Hollywood Bowl for the seventh season this summer by sponsoring the Tuesday night Hollywood Bowl Classical Summer Concert series.

Our first hosted evening began on Thursday, July 11th with **Tchaikovsky's Fourth** conducted by Michael Tilson Thomas and Gil Shaham on violin. Shaham played Sibelius. The series concluded on Tuesday, September 10th with **Gershwin and Rachmaninoff** conducted by Miquel Harth-Bedoya and Daniil Trifonov on piano.

**KUSC
Hollywood
Bowl
Reception
July 11, 2013**



The LA Times Book Festival was held on the weekend of April 20 and 21, 2013, hosted by USC and features vendors, authors and publishers. Some of the events are panels with authors discussing a common subject, storytelling and performances for children. The event attracts more than 150,000 book lovers. It was Classical KUSC's first year having a booth at the Festival. Eric DeWeese, Kelsey McConnell, Katie McMurrin, Jamie Paisley, Carly Gillis, Duff Murphy, Dennis Bartel, and Gail Eichenthal were some of the KUSC staff that volunteered to help man the booth.



KUSC Interactive

KUSC Interactive

KUSC Interactive is a department of Classical KUSC dedicated to helping listeners discover music through new media. This year, the team produced three apps that promote dynamic storytelling on new media devices, such as the iPhone and iPad, and through streaming services, like Spotify. These projects present new opportunities for exploration and collaboration for music fans everywhere.

Soundsnips (www.soundsnips.org)

Soundsnips is an iPhone app that makes it easier than ever to understand classical music. Similar to liner notes on a CD, the app displays “snips” of facts and fun information that pop up as each track plays on your iPhone. From stories about the world’s most famous composers to music theory, this app gives users an effortless way to learn without knowing how to read a score or buying a history book. Soundsnips was selected as an Honoree for the “Podcast” category of the 2013 Webby Awards .



Soundsnips can be downloaded from iTunes for free at <http://itunes.apple.com/us/app/soundsnips/id553115756?mt=8>

“Discover the Story Behind Classical Music with New App”. USC News reported on KUSC’s New App, September 26, 2012.

“We are thrilled to provide this free resource to classical music fans as well as those new to classical music” says Brenda Barnes, president of USC Radio. “Soundsnips offers casual listeners a new way to appreciate music through story,” says Chris Mendez, director of KUSC Interactive, which developed the app.



WorldVenues (www.worldvenu.es)

WorldVenues is an iPad app that celebrates concert halls and opera houses around the world. Users can virtually travel around the world by watching videos, viewing pictures and learning interesting facts about over 50 of the biggest and brightest venues on Earth. WorldVenues was selected as an Honoree for the “Music” category of the 2013 Webby Awards.

Geotunes (www.geotunes.fm)

Geotunes is an interactive geography lesson using Spotify, a music streaming service. The app displays songs written about cities and countries on a giant interactive map for users to learn more about the world around them through music. Beyond just playlists, Geotunes also displays hidden stories behind the music, such as songs written about islands, mountains, amusement parks and more.



USC Radio 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 at Berkeley.

Frank H. Cruz

President of Cruz and Associates, a financial consulting firm he founded in 1995. Former chairman and director of the Corporation for Public Broadcasting. 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. Chairman emeritus of the California Institute for Federal Policy Research. 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.

Martha Welborne

Martha Welborne is the Executive Director of Countywide Planning for the Los Angeles County Metropolitan Transportation Authority. In this role, she leads a staff of over 100 in planning the long-range future of transportation in the County, and in leading the design and environmental review of twelve new transit corridors approved by County voters in 2008. She has also been the Managing Director of the Grand Avenue Committee, a public/private partnership focused on revitalizing downtown Los Angeles through the creation of a \$3.0 billion project that includes six high-rise buildings and a 12-acre civic park. She holds two Masters degrees from MIT, was a Loeb Fellow at Harvard University, and is a Fellow of the American Institute of Architects. She is also a Past-President of the Los Angeles Chapter of the American Institute of Architects.

Robert Abeles, Jr.

Senior Vice President, Finance, and Chief Financial Officer at the University of Southern California. He oversees a wide variety of financial functions including budgeting and planning, the treasury department, the university comptroller, financial and business services, and facilities management services, and facilities management services and capital construction. He 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, is a member of the board of trustees for Flintridge Preparatory School in La Canada, California and is a director of Western Asset Funds, Inc. in Pasadena, California.

Thomas S. Sayles

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 develop 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.

Lee Walcott

Vice-president and managing director of the Ahmanson Foundation from 1987 until his retirement in March 2008. Marlborough School director of upper school, chair of the Fine Arts Department, and instructor of arts history Campbell Hall School in North Hollywood. Former trustee of Marlborough School, current trustee of Campbell Hall School, membership and advisory boards of UCLA William Andrews Clark Memorial Library and UCLA's Centers for Medieval and Renaissance Studies and 17th and 18th Century Studies.

Tours with KUSC



New England Festivals!

Tanglewood, Jacob's Pillow & Shakespeare in the Berkshires

KUSC host Dennis Bartel and Director of Development, Minnie Prince, were on board with twenty-eight KUSC members for a deluxe week-long tour to the festivals of Tanglewood, Jacob's Pillow and Shakespeare & Co. The group traveled through a beautiful part of New England which lived up to every bit of its storybook image. The Berkshires boasts historic Gilded Age mansions and cultural events which attracts thousands of visitors from all over the country.

Our eager travelers were on hand to help celebrate the 75th birthday of the world renowned Tanglewood Festival, the summer home of the Boston Symphony Orchestra, where they attended three concerts featuring the superb artistry of Yo Yo Ma, Pinchas Zuckerman, Paul Lewis, and Christoph von Dohnanyi under the semi-outdoor Shed. They became dazzled by Jacob's Pillow, the best dance festival in the country, with a performance by the Trey McIntyre Project, and enjoyed a performance of *The Tempest*, starring Olympia Dukakis as a female Prospero at Shakespeare & Co.'s summer season.

Rounding out the tour were private tours of the region's Gilded Age Mansions, including Edith Wharton's home and gardens, The Mount; the Norman Rockwell Museum with studio intact; and the Bauhaus-inspired Frelinghuysen Morris House and a visit to MassMOCA, and the Clark Art Institute. Not to forget each participant had the opportunity to celebrated summer with a spa treatment or round of golf at Cranwell!



La Belle France



Springtime in Paris and Provence!

Gail Eichenthal, Classical KUSC Executive Producer and Minnie Prince, Director of Development tagged along with 28 amazing KUSC members on a deluxe cultural tour of Paris and Provence this past Spring.

The tour was filled with music, art and, of course, great food and wine. The group enjoyed five nights in the magical City of Lights; attended performances at outstanding music venues, including the grand Palais Garnier--the grand Opéra of the 19th century, for ballet; celebrated Verdi's 200th birthday with his final masterpiece "Falstaff" at the Opera Bastille; and a concert at Sainte Chapelle, the Gothic marvel of stained glass. As if this wasn't enough, they enjoyed premium seats at the Salle Pleyel for the Los Angeles Philharmonic and Maestro Dudamel in Paris on their European tour!

Private guided tours of The Louvre, Notre Dame, the Marais, Chateau Vaux-le-Vicomte, the private home of Louis XIV's finance minister, Fontainebleau, the grand Renaissance chateau former home of Francis I and Napoleon, were amongst some of the architectural gems the group was fortunate to visit. In Paris, the group stayed at the Hotel Scribe, built in 1861 and the site where the Lumiere Brothers introduced the cinema. In the medieval town of Avignon, the Hotel d'Europe was the four-day base of the group.



KUSC will continue to host two great member tours each year during the spring and fall. Keep listening to KUSC or visit www.kusc.org for tour announcements.

Development

In 2012-13, KUSC generated the majority of its operating revenue thanks to the generous support of more than 40,000 members. Individual donations from listeners accounted for 73% of the station's operating budget.

We've all had to endure a tough economic climate, therefore KUSC development has been searching for programs that would make it a lot easier for members to contribute at a level that accommodates individual giving. Last year, KUSC focused on a new sustainer program and the results were amazing. We obtained almost 4500 new sustaining members who have agreed to support KUSC indefinitely. Thanks to the support of these new KUSC sustaining members and new members, our membership continues to grow at a steady pace.

Along with our new sustainer program, we became extremely dedicated to executing specialized customer service to provide you our special members with the best calling experience you could have. During FY14 we will vamp up our KUSC new member program and Car Donation programs and provide you with your very own concierge who will be your individual KUSC contact.

We continue to be very humbled by the generous continued support of our listeners who in spite of their individual financial situations, have made a personal decision to support KUSC because they believe in the service that we provide. It is because of this continued support you will help to ensure that classical music has a place on the radio at KUSC.

Thank you!

KUSC SUSTAINER PROGRAM

Sustainers provide KUSC with a stable, reliable, monthly income that we can count on. It is an easy, automatic renewal of KUSC membership and it helps KUSC save precious dollars (more of your money goes toward programming)

If you have not made a decision as of yet, let us know if we can provide you with additional information. We hope you will take the next step in your commitment to quality public radio by becoming a sustainer. If you were apart of the 4500 new sustaining members who made a personal commitment to join the KUSC Sustainer Program, thank you for helping KUSC to remain a precious resource for everyone.

KUSC CAR DONATION PROGRAM

This past year there was a tremendous growth in the number of people who



donated a variety of motor vehicles to KUSC. Our car donation program has proven to be a great way for listeners to rid themselves of vehicles that they simply don't drive or no longer want. We will happily take any vehicle. Log onto our website at www.kusc.org and click on to membership and then car donation for more information.

Leadership Circle

KUSC is honored to recognize and members of the Leadership Circle who are committed to supporting the station's mission to make classical music and the arts a more important part of more people's lives. KUSC gratefully acknowledges this rapidly growing group of members for their relentless annual support during the 2012-13 fiscal year.

(List includes members as of October 10, 2013)

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

Anonymous (1)
 Audrey Steele Burnand
 Colburn Foundation
 Arthur J. Geoffrion and Herman H.
 Hamer Memorial Fund
 Helen and Rob McMillin
 Ronus Foundation

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

Anonymous (4)
 Louise Grant Garland
 The Norris Foundation
 Christine Marie Ofesh
 Flora L. Thornton Foundation

General Manager's Circle (\$5,000—\$9,999)

Anonymous (6)
 Dan Alvy
 The Alec Baldwin Foundation
 Helen and Peter Bing
 Sara and Robert Cannon
 Bonnie and Frank Cruz
 Jane Driscoll
 Lois and Robert F. Erburu
 Gerald Franklin
 Nancy and Jonathan Goodson
 Barbara Grenell
 The Negaunee Foundation
 Gretchen and Randy Newman
 The Don Yoder Foundation

Producer's Circle (\$2,500—\$4,999)

Anonymous (48)
 Robert and Melissa Alvarado
 Gwen and Guilford Babcock
 Brenda and Bill Barnes
 Karen and George Bayz
 Even Bernstein
 Linda Lee Bukowski
 Keith and Carole Campbell
 Bobby and Krishna Daly
 Leslie and John Dorman
 Norman E. DuFort
 Anita Goswami and Tom Wilson
 Donald P. Gould
 Felix and Beverly Grossman
 Frances Hamilton White Donor Advised
 Fund at the Rancho Santa Fe Foundation
 Mr. and Mrs. Bobby K. Hanada
 Renu Bhat-Hansen & Alex Hansen
 Christine P. and William R. Harper
 John Haut
 Miriam Hoover
 Charlotte Hughes and Christopher Combs
 Barbara Jury
 Mark Kadzielski, Esq.
 Louise D. Kasch
 Linda and William Krantz
 John Kusmiersky
 Michael Leppen
 Barbara and Gerald Levey
 Karl Loring
 Lillian P. Lovelace
 Sharon and Daniel Lowenstein
 Marilyn Magid
 Royd Mahowald
 Sarah and Peter Mandell
 Estelle Markowitz
 Buzz and Barbara McCoy

Producer's Circle continued

Tom and Anne McKerr
 Armine and Vahe Meghrouni
 Kenneth and Linda Millman
 Jan Miller
 Audrey and Courtney Moe
 Mr. and Mrs. Bengt Muthen
 James Newton Howard
 Neuhauser Family Foundation
 Ruth Nourafchan
 Michael R. Oppenheim
 Jean Oppenheimer
 Ornest Family Foundation
 Peggy Phelps
 Sally Gerber Phinny
 Ernest & Anne Prokopovych
 Susan F. Rice
 The Ruby Family Foundation
 Sally & Bill Rutter
 Charles Ryjacek
 Alexander & Mariette Sawchuk
 Warren & Katharine Schlinger
 Claire & Dr. Charlie Shaeffer
 Shirley & Ralph Shapiro
 William E.B. Siart
 Deanne & Bill Simon
 Professor Judy and Dr. William Sloan
 Max Stolz Jr.
 Stephen & Barbara Straub
 Joseph and Linda Svehla
 David Takata
 Don & Betsy Tarbell
 Craig & Junior Vickers
 Robert D. Voit
 Beatrice Volper
 Bob and Judy Waller
 Walton Ave Foundation
 Martha Welborne
 Marilyn Ziering

Legacy Society

Many KUSC members say they wish they could do more to KEEP THE MUSIC ALIVE on Classical KUSC but they are on a fixed income and cannot afford to give more than they already are.

One of the simplest ways you can support the station is by naming Classical KUSC as a beneficiary in your will or trust. In turn KUSC will be able to use these contributions to build an endowment to ensure that future generations are able to have classical music in their lives. 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. If you would like information regarding membership in the KUSC Legacy Society contact Minnie Prince, Director of Development at 213-225-7534 or mprince@kusc.org.

Anonymous (43)	Mr. & Mrs. Howard Goetzman	Les Modie
Dr. Barbara Ackermann, LCSW	Meredith Goodwin	Mike & Lorraine Mohill
Carleen Anderson	Donald P. Gould	Barbara & Maury Mortensen
Barbara & Jerry Andes	David Grant	Donald Brian Murphy
Roman N. Anshin, M.D.	Mary C. Grant	Bernard & Faye Pipkin
Nancy & Jim Bailey	Barbara Grenell	Ernest & Anne Prokopovych
Christopher D. Baker	Heinz Hanau	Marguerite Purdue
Brenda & Bill Barnes	Rod & Nancy Harvey	Florence Ridley
Charles N. Baron	Robert S. Helfman	Francis D. Ripish
Terry S. Bateman	Scott Henderson & Martin Bray	Barbara & Ronald Schonfeld
Allen Belkind	Annette Hochfeld	June Smith
Herbert M. Berk	Terrence Joseph Hughes	Susan J. Smith
William J. Bryan	Barbara Jury	Max Stolz, Jr.
Mrs. H.W. Bunger	Trudy & Len Kapner	Harvey and Evelyn Stone
Jeremiah & Raun Burnham	Aleck Karis	Joseph & Linda Svehla
Bobbi Chifos	Steven Katz	Robert Thurm
Mary A. Chubb	Nick J. Labedz	Craig & Junior Vickers
Dr. Owen G. Clayton	Donald & Sharon Lafler	Margo Villanova
Nancy Coleman-Frank	Belina Lee Lazzar	Carole E. Walker
Edward & Lisa Cook	Dennis & Kathleen Lees	Lois Warshaw
Caroline DeMar	William Earl Lentz	Joseph Weiss
Jeff & Theresa Ferguson	Karl H. Loring	Joemy Wilson and Jon Harvey
Delaine Flacy	Royd J. Mahowald	Robert Wood
Bonnie Franklin	Mr. Adolph Maier	
Jeanette Fraser	Hon. Nora Manella	
Ronald Fried	Alison Manheim	
Dr. & Mrs. E. Peter Gabor	Susan J. Marks	
John & Peggy Garvey	Jason Subotky & Anne Akiko Meyers	

**List as of October 10, 2013*

Classical KUSC Staff

ADMINISTRATION

Rina Romero



**Senior Business
Manager**

Amy Iwata



**Office
Manager**

UNDERWRITING

Abe Shefa



**General Sales Manager/
Director of Corporate
Affairs**

Shauna Der



**Senior Account
Executive**

PROGRAMMING

Kelsey McConnell



**Production
Manager**

Mark Hatwan



**Recording
Technician**

NEW MEDIA

Chris Mendez



**Web
Developer**

ENGINEERING/OPERATIONS

Ron Thompson



**Director of
Engineering**

Bill Kappelman



**Director of
Compliance**

Steve Coghill



**Director of
Operations**

Craig Saunders



IT Director

Steve Sevy



**Operations
Coordinator**

Classical KUSC Staff

DEVELOPMENT

Minnie Prince



**Director of
Development**

Jaime Cisneros



**Database
Administrator**

Nicole Coe



**Gift Processing
Manager**

Kirsten Bisogni



**Development Services
Coordinator**

Susannah Hutchison



**Gift Processing
Coordinator**

Lilly Lau



**Development
Coordinator**

Dana Owens



**Development
Customer Service
Coordinator**

Niika Taniguchi



**Development Services
Coordinator**



Supporting the Arts

In a continuing effort to support the arts, KUSC has proved office space for Arts for LA and the Los Angeles County High School for the Arts Foundation for seven years and five years respectively.



Arts for LA is a nonprofit arts advocacy organization working to foster a healthy environment in which arts and culture may thrive and be accessible to all in Los Angeles County. Arts for LA advocates for increased support for artists and arts organizations; fosters dialogue among policy makers and the public about important issues that affect the arts; provides individuals with clear and direct ways to advocate for the arts in their community; and connects a diversity of arts stakeholders into a network of informed and mobilized arts advocates.



(ARTS for LA —Pictured—left to right Charlie Jensen, Abe Flores, Danielle Brazell, Executive Director and Charles Flowers)

artshighfoundation

The public school where talent thrives.



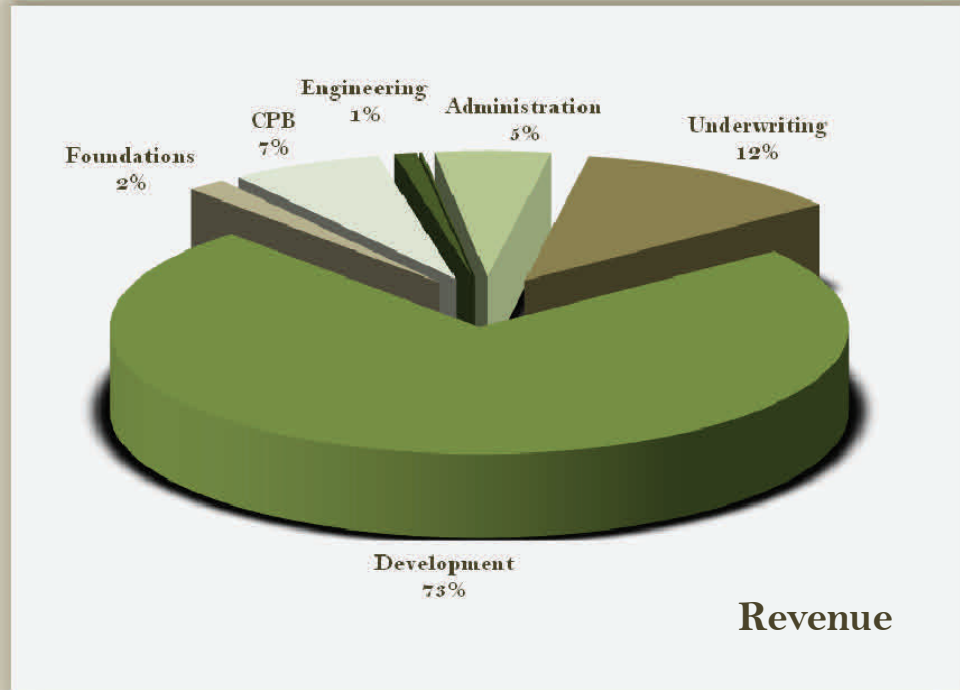
(LACHSA —Pictured— left to right. John Jackson, Executive Director, Kathleen Ulinski and Karen Louis)

Los Angeles County High School for the Arts Foundation (Arts High Foundation) was founded in 1984 to promote the arts and the advancement of young artists by raising and distributing funds to establish and operate a public arts high school in Los Angeles County. Los Angeles County High School for the Arts (LACHSA), a tuition-free public arts high school, was established in 1985 on the campus of California State University, Los Angeles. In March 2013 it moved into its own facility on the campus, with its own theatre for the first time in its history! Once the school was established, the goal shifted to working to bridge the gap between State funds and the actual costs of the dance, music, theatre, visual arts, musical theatre and cinematic arts programs. By helping to sustain LACHSA's arts program with critical financial support, the Arts High Foundation fulfills its goal of providing talented young artists, many from underserved communities, with the training necessary to advance their creative pursuits.

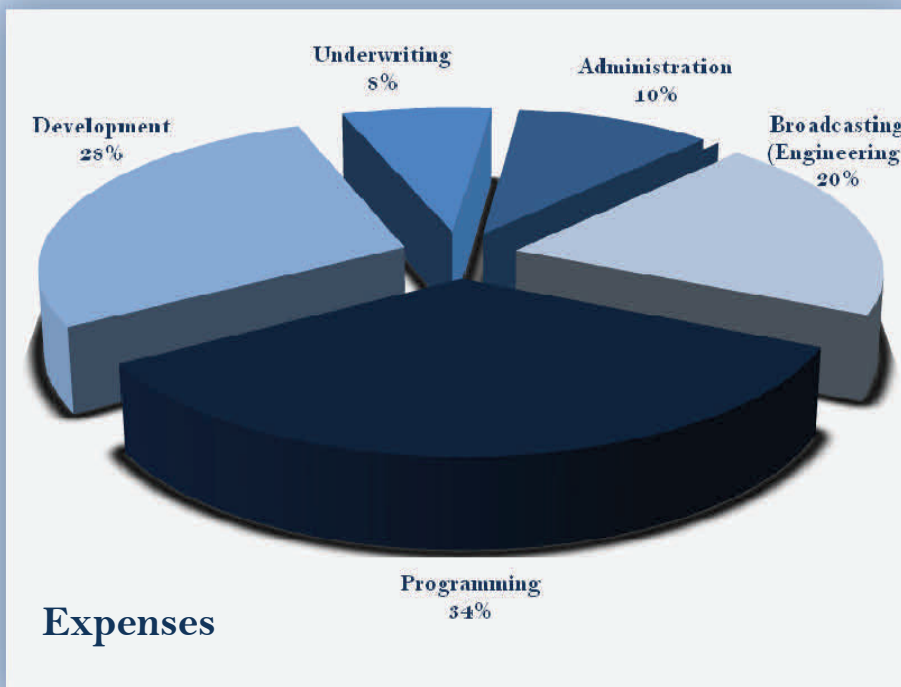
LACHSA is consistently ranked as one of the top arts high schools in the nation. Indeed, this year 1,200 students auditioned for its 140 openings for 2013-2014. Its students win numerous local, State and national awards for artistic achievements and are recruited by the finest arts colleges and conservatories in the nation, often with scholarships.

Revenue and Expenses

The majority of KUSC's funding comes from (73%) development/membership revenue. KUSC receives no funding from the University of Southern California. Federal funding, through the Corporation for Public Broadcasting (CPB), accounted to about 7% of budget revenue.



Revenue



Expenses

The two most important activities for KUSC are creating and broadcasting classical music programming. Together, programming and engineering comprised 54% of KUSC's operating budget. Development expenses comprised 28% and Administrative and Underwriting expenses made up the remaining 18% of the operating budget during FY 2012-13.

