

Classical California Local Content and Services Report (FY2024)

- 1. Describe your overall goals and approach to address identified community issues, needs, and interests through your station's vital local services, such as multiplatform long and short-form content, digital and in-person engagement, education services, community information, partnership support, and other activities, and audiences you reached or new audiences you engaged.**

Classical California strives to nurture a love of classical music, inspiring people of all ages and backgrounds to make it an enduring part of their lives. Our highest priority continues to be the creation of top-quality classical music programming that reflects the diversity of our communities and is introduced by informative and companionable hosts twenty-four hours a day, seven days a week. The station explored new ways of advancing our mission. On the airwaves, social media, and our website, we went the extra mile to promote the region's cultural institutions large and small, serving as a megaphone for Southern California's sprawling arts ecosystem. What began in earnest as an effort to jumpstart the return to the concert hall after COVID, the initiative has become a staple of CLASSICAL CALIFORNIA's commitment to providing listeners and arts partners with a unique vehicle to experience the best in live music and engage thousands of concert goers throughout Southern California. For example, one of recent highlights include airing performances in collaboration with the LA Opera, Pacific Symphony, Philharmonic Society of Orange County, and the Royal Philharmonic Orchestra. Kids Discovery Day was an event that was well attended by our community members. On October 1, 2023, CLASSICAL CALIFORNIA featured its first bilingual Kids Discovery Day at LA's historic Plaza de la Raza during Hispanic Heritage Month. The day-long event featured live classical performances as well as performances from Plaza de la Raza's Folklorico Dance Troupe highlighting the vibrant culture and heritage of the local community. Attendees had an opportunity to explore activity tables filled with different orchestral instruments, test out their microphone skills at our first bilingual Be a Classical DJ booth, enjoy guitar lessons with LA's famed McCabe's Guitar Shop, and discover a ton of surprises throughout the day. The event was a huge success, boasting an attendance of over 1,800 people and over 200 million media impressions.

- 2. Describe key initiatives and the variety of partners with whom you collaborated, including other public media outlets, community nonprofits, government agencies, educational institutions, the business community,**

teachers and parents, etc. This will illustrate the many ways you're connected across the community and engaged with other important organizations in the area.

We believe Classical California made considerable progress in realizing our stated goals during the past year. As ever, our community engagement work focused on introducing classical music to children and families who may not otherwise have access to this life-enhancing art form we all love.

Notable Achievements:

I BELIEVE School Program | In March 2024, Classical California CLASSICAL CALIFORNIA hosted its second I BELIEVE assembly in partnership with artistic partner, the Los Angeles Master Chorale (LAMC) and educational partner, USC's Neighborhood Academic Initiative (NAI). Led by CLASSICAL CALIFORNIA resident artist, Lara Downes, the assembly featured the music of long-neglected Black composer, Margaret Bonds, with a focus on her work Credo—inspired by the W.E.B. Du Bois poem of the same name. Students were invited to create and share their own "I Believe" statements as part of an interactive, live music event featuring LAMC Artistic Director and Grammy Award-winner Grant Gershon, as well as NAI alumni and poet, Shandela Contreas.

In April 2024, students who participated in I BELIEVE were invited to a concert at the Walt Disney Concert Hall. This special concert spotlighted the program, and featured motets from J.S. Bach, spirituals from Bonds, and a world premiere double choir piece by award-winning Black American female composer, vocalist, and teacher, Dr. Zanaida Stewart Robles. Through every phrase and note, these works filled the Hall with music of great strength and purpose. CLASSICAL CALIFORNIA host Jennifer Miller Hammel led the pre-concert talk with special guests Gershon and Downes—who performed work by Bonds on the piano.

Los Angeles Times Festival of Books | In late April 2024, CLASSICAL CALIFORNIA returned to the Los Angeles Times Festival of Books, a free community event that attracts ~150,000 people to the University of Southern California (USC) campus each spring. Thousands of listeners from across Southern California stopped by the CLASSICAL CALIFORNIA booth to partake in kid-friendly activities including our popular Be a Classical DJ activity where kids get to test their skills on the mic alongside beloved CLASSICAL CALIFORNIA on-air hosts Alan Chapman, Jennifer Miller Hammel, Suraj Partha, Brisa Siegel, and Solomon Reynolds; a violin making arts and crafts activity with artistic partner the LA Phil; our newly-launched listening lounge; a music recording pop up; and more.

- 3. What impact did your key initiatives and partnerships have in your community? Describe any known measurable impact, such as increased awareness, learning or understanding about particular issues. Describe indicators of success, such as connecting people to needed resources or strengthening conversational ties across diverse neighborhoods. Did a partner see an increase in requests for related resources? Please include direct feedback from a partner(s) or from a person(s) served.**

We have been inspired by the response of listeners—through hundreds of testimonials on social media, direct emails and comments accompanying donations—to our more diverse programming and to our community events. A case in point is this from one of our listeners Craig, from Palm Springs, CA who wrote: “Classical California shows what a 21st century classical music station is all about. Not a somber temple for Europe’s finest composers, but a public forum that encompasses ancient and modern music from west, south and east. Short bursts, like Mozart in the Morning, CarTunes, Classical Californians and Mystery in History, to new streams for movie fans, gamers and the Hispanic community, with excellent hosts to keep us connected throughout the day – all these make Classical California an indispensable part of life.” Another listener (Valerie in Atascadero, CA) shared his thoughts with us: "When Jennifer played Jessica Curry’s music from Everybody’s Gone to the Rapture on Arcade, i liked it so much I was moved to buy the game—and then couldn’t make the game work. I turned to my partner’s angsty 14yo grandson, who instantly diagnosed my problem—and we began discussing game music and Arcade and leitmotifs and opera. It really helped make a real connection." One more quote from one of our listeners in San Francisco who shared the following with us: "The idea for Glissando is FANTASTIC! What a wonderful way to introduce classical music to young people. I am proud to be a donor."

- 4. Please describe any efforts (e.g. programming, production, engagement activities) you have made to investigate and/or meet the needs of minority and other diverse audiences (including, but not limited to, new immigrants, people for whom English is a second language and illiterate adults) during Fiscal Year 2024, and any plans you have made to meet the needs of these audiences during Fiscal Year 2025. If you regularly broadcast in a language other than English, please note the language broadcast.**

Classical California is more than just a radio station. We aim to be the best life companion we can be for the community and our listeners. Through it all, we hope to make life more enjoyable, hopeful, and harmonious. We are proud of the

initiatives to serve our community in many new ways. The result was a variety of content initiatives:

– In honor of Black History Month, CLASSICAL CALIFORNIA's Lara Downes hosted Crossings, two hours of music from Black composers whose inspirations and innovations helped define our American sound—from Scott Joplin and Florence Price to Wynton Marsalis and Jon Batiste.

– To commemorate Asian American and Pacific Islander Heritage Month in May, CLASSICAL CALIFORNIA host Suraj Partha introduced Friendship and Harmony, a 2-hour special celebrating Asian and Pacific Americans in classical music and featuring artists such as Yo-Yo Ma and the Silkroad Ensemble, Mahani Teave, and Reena Esmail.

– CLASSICAL CALIFORNIA host Maggie Clennon Reberg explored the vast contributions of the LGBTQ+ community to the world of classical music, from early music to the great Romantics, to contemporary artists with strong ties to the Golden State. Glitter and Be Golden: A California Celebration of Pride highlighted works by Tobias Picker, Jennifer Higdon and Michael Tilson Thomas; ensembles led by Marin Alsop and Craig Hella Johnson; and performances by harpist Emmanuel Ceysson, soprano Patricia Racette and pianist Sarah Davis Buechner.

– CLASSICAL CALIFORNIA's Brian Lauritzen hosted Love At First Listen, a week-long spotlight on our listeners to share the pieces that made them fall in love with classical music.

– Freedom Ring, a three-hour commemoration of Juneteenth hosted by Lara Downes, showcasing Black composers reflecting on freedom and celebrating the limitless power of creative expression.

5. Please assess the impact that your CPB funding had on your ability to serve your community. What were you able to do with your grant that you wouldn't be able to do if you didn't receive it?

Our mission is to nurture 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. We would like to create a positive impact on individuals and on communities. We engage with our communities through our on-air broadcasts, via digital platforms such as live and curated streams, website, apps, blogs, podcasts, Facebook, X (former Twitter), live broadcasts, and through community events. Without the CPB funding, our station

will not be able to accomplish our mission and enrich the lives of many in our communities.