Annual Report
2015-2016

Celebrating
70 Years!
ESTABLISHED 1946
KUSC’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. Classical KUSC boasts the 10th most powerful signal in Southern California. KUSC transmits its programming from five transmitters - KUSC-91.5 fm in Los Angeles and Santa Clarita; 88.5 KPSC in Palm Springs; 91.1 KDSC in Thousand Oaks; 93.7 KDB in Santa Barbara and 99.7 KESC in Morro Bay/San Luis Obispo.

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.
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USC Radio Group
President, Brenda Barnes

K USC is celebrating its 70th anniversary this year, and this report focuses on our long history of service in the community since 1946 all made possible thanks to the support of listeners. You and other listeners fuel our work with your financial support, your dedication to listening to the station, and the incredible moral support we receive from you as well. Therefore, in this column I am writing about your accomplishments—all that we were able to do in our fiscal year 2016 thanks to your support. First of all in the winter quarter of 2016 KUSC had more listeners than any other public radio station in the country (source: Nielsen Los Angeles Metro Cume, Persons 6+, Mon-Sun 6AM-midnight, Winter 2016). KUSC did not just have more listeners than any other classical station in the country—we had more listeners than any other public station of any format. This is a significant accomplishment under any circumstance, but it is especially noteworthy in an election year. Thank you for your dedication to KUSC which is the reason for this achievement.

We have applied to the Federal Communications Commission for permission to purchase a station in Monterey that will carry the programming of our Bay Area stations. We will also acquire a station in Big Sur as a donation in this deal. We are thrilled to add these stations to the other 11 stations that serve Southern California and the Bay Area, ensuring that classical music is alive and well on the radio in the state of California. By the time this is published we should be operating these new stations at 103.9 in Monterey/Carmel and 95.9 in Big Sur.

Because we operate statewide we have the opportunity to work with a large number of arts organizations. To be certain we understand the challenges arts organizations are facing, we convene arts leaders for meetings on a regular basis. We have learned a great deal from these conversations, and they are changing the way we advocate for the arts. For example, many years ago most classical music performing organizations were able to sell subscriptions for their entire season well in advance of the first concert. They knew the season was a success before it even began. That has changed dramatically.

Life has become much busier, and concertgoers are making decisions about attendance at the last minute. Presenters now find themselves watching ticket sales carefully the day of the performance, biting their nails, and hoping to fill most of the seats. We have heard this same story from large and small organizations throughout the state. Knowing that patrons are making decisions closer to the date of the performance, we are promoting concerts closer to that date. This helps concert patrons understand their options going into the weekend, and it helps organizations fill seats for their wonderful presentations.

FY 2016 has been a year of expansion, which is only fitting as we prepare to celebrate our 70th anniversary. We have attracted more listeners than any other public radio station, cast our net wider with a marketing campaign, and will soon be expanding our Bay Area service to Monterey, Carmel and Big Sur. None of this would have been possible without your support. Please let us know if you have questions and thank you for another great year!

Brenda Barnes
KUSC is launched thanks to a generous gift from a University of Southern California alumnus, Captain Allan Hancock. A 250-foot tower is placed atop the Hancock Foundation building on the USC campus. On October 26th, USC students begin broadcasting on an FM band that was so new, they identified themselves as “Frequency Modulated KUSC Radio.”

Though limited to a 10-mile radius from the USC campus, more than 1,000 students nation-wide applied for admission to the USC radio department. Radio Life noted in its August 17th issue that USC was “the first privately endowed institution in American educational history to own and operate its own radio station and the first to operate both AM and FM stations.”
KUSC’s on-air promotions engage and delight listeners throughout the year with programming that combines old favorites and new discoveries in interesting ways.

“I simply love your programming and your content. Your program hosts are so wonderful, knowledgeable, and pleasant; they truly feel like dear friends when I turn on KUSC every day. Thank you, in particular, for your "special programming" such as the Top 100 Countdown and KUSC at the Movies specials that you run during the year. They are delightful events to look forward to, and put a different face onto your already wonderful programming.” – Scott Collins, Los Angeles

In September, we marked the beginning of the performance season with the KUSC Fall Arts Preview. Hosts promoted upcoming concerts all around our coverage area by featuring the music and performers that would be making their way to local concert halls.

My Beethoven Week

In October, we celebrated KUSC’s My Beethoven week. Every hour during the workday, we played music by the great Ludwig, including listener requests. And the week ended with a live broadcast of the LA Phil conducted by Gustavo Dudamel playing Beethoven’s 5th and 6th symphonies. Throughout My Beethoven week, KUSC’s Twitter feed (@ClassicalKUSC) followed the journey of “Little Ludwig” (a Beethoven bobble-head doll). He went sightseeing throughout Southern California—from Palm Springs to the beach and many iconic hotspots in between.

“My Beethoven Week was a real treat. It was a great way to celebrate one of the greatest composers of all time. I loved hearing all the different interpretations of his music and the unique events KUSC put on.” – KUSC listener

My Favorite Things Week

We helped listeners do their holiday shopping with a December promotion called My Favorite Things week. KUSC’s daytime hosts picked their favorite albums of the year and sampled them for listeners throughout the workweek.

“I’ve listened to KUSC for 40 years and never have I enjoyed a week of listening as much as I have enjoyed My Beethoven week.” – KUSC listener
The U.S. Office of Education offers a small grant that allows the University of Southern California to hire full-time staff for KUSC and become eligible to broadcast programming of the newly-founded National Public Radio.

Wally Smith, a graduate student finishing his doctorate in communication at the university, became the station’s General Manager. After studying the Los Angeles radio market, Smith recognized an outstanding opportunity just waiting to be seized. “It was very clear to me that what this city needed and what public radio was uniquely suited to do was a really serious full-time classical music radio station,” he said. KUSC went all-classical on April 2nd and would soon set the national standard for classical music radio.

KUSC Becomes Classical Radio

A complete format change of KUSC, the university-owned radio station at 88.3 FM makes it the only commercial-free, full-classical music station in the Los Angeles area. KUSC, in coordination with the university, made the switch from its previous rock programming to present great music, seven days a week, and without commercial interruptions.

But there were some basic reasons for the format change: Wally Smith, the station’s general manager, said: “For a public radio affiliated with education, it’s natural to have a classical-cultural station.” Smith said that his concept came from a consulting firm that worked with Public Radio, under the Corporation for Public Broadcasting.

Secondly, the audience of classical music in Los Angeles is very large. At the time of the change, there were, in Los Angeles, 18 rock and roll stations and only two full-service classical music stations, KUSC and KPL, which is now becoming increasingly commercial.

Also included in its programming are symphony, opera and ballet performances recorded on location. Also included in its programming are such public interest features as “Arts and Letters,” “Morning Concert,” “At the Symphony,” and “At the Opera.”

Before broadcasting 18 hours a day, KUSC’s programming was heard throughout the day between the undercard tracks of classical pieces. Now, there is much more material to fill the gaps between the classical selections.

SUPPORT from business and industry can now be more easily solicited because of its classical emphasis.

In the past two years, although the university has increased its support of KUSC, its present annual budget of $400,000 is still well below a minimum needed.
Jedi Friday

KUSC declared December 18th **Jedi Friday** in honor of opening day of *Star Wars Episode VII*. Every hour from 7am-6pm opened with music from *Star Wars* movies, plus iconic audio clips from the films related to the music about to be played.

Composer John Williams was nominated for a record 50th Academy Award. So in February, KUSC added a special John William’s theme to our annual hit promotion **KUSC at the Movies** (and it all kicked off on Williams’ birthday). We sampled each of his nominated scores at the top of each hour, and added to the mix some of the other great scores nominated alongside his over the years.

“I just want to take a minute to say THANK YOU for the delightful week at the movies with John Williams!!! It has been such a pleasure, and so nice to hear some of his works that we don't think of or listen to that often. He truly is a classical composer for our age; and wouldn't it be fun if Mozart, Beethoven and some of the other "big guns" of the genre could travel through time and compose for movies!! They'd have a run for their money against Mr. Williams! Again, thank you.” – Miriam Warner

“I've now listened all week to John Williams' music. I'm absolutely astounded at the variety and scope of his work. It is a kaleidoscope of breadth and depth -- breathtaking. I've long been a fan of his, but hearing all the movies he wrote for has blown me away. I knew he wrote for many Spielberg movies, and that's mainly how I have known him, but now as the week progresses, I'm hearing films announced that I've seen but somehow didn't realize the music belonged to him -- it is mind boggling. How could I have NOT absorbed that!! I'll have to see those films again and be more aware! I remember loving the music but never really grasped who was behind it. Now I am.”
– Robin Beaman

The Great Outdoors Week

In March, we celebrated spring with KUSC’s **Great Outdoors** week—from the Grand Canyon to the Alps, and from the sea to the season of Spring, we played music inspired by natural beauty kicking off on the first day of Spring, Monday March 21, and throughout that week.

The KUSC Top 100 Countdown

In April, we held our second annual **The KUSC Top 100 Countdown**. We asked listeners to vote for their favorite pieces of classical music and then counted down the top 100, creating Southern California’s biggest classical music survey. Beethoven’s Symphony No 9 ultimately came in at Number 1—for the second year in a row!

“As always, loving the KUSC Top 100 Countdown. My daughter, who is at Cal Poly Pomona, is the real fanatic. We are having fun emailing back and forth, rooting for our favorites and enjoying the rest. Keep up the great music!” – Lori Stanley
70 Years of KUSC

1976

The Corporation for Public Broadcasting awarded KUSC a five-year, $750,000 major market expansion grant — the first such grant in the nation. The funds helped attract major audiences to public radio and established a downtown L.A. space for full-time professional announcers, producers and engineers. KUSC also signed on in stereo from its new transmitter on Lookout Mountain above Hollywood, expanding its audience potential to 12 million people.

KUSC begins its first on-air fundraising.

1977
KUSC Programming

Get Away Wednesday

We spent the summer helping listeners explore the world through music on the day they could most use a boost with Getaway Wednesday. Every hump day in July and August, we took a musical mini-vacation to a new destination every hour. We asked listeners to share music that reminded them of a favorite trip or dream vacation, or music that just helped them feel like they were getting away.

KUSC at the Beach

Rich Capparela launched KUSC at the Beach in August 2013 and it remains KUSC’s signature start to the weekend. Rich hosts the Friday show from his home studio near the sparkling Pacific Ocean and helps listeners get into a weekend state of mind.

Off to School/Summer Vacation Request

Every morning during the school year, Dennis Bartel celebrates our littlest listeners with the Off-To-School Request. Dennis invites children, parents, grandparents or other listeners to make a special request for the trip to school and picks one to play at 7:15AM. During the Summer, Dennis keeps the fun going with a Summer Vacation Request.

LA Press Club's National Entertainment Journalism Awards

In November, KUSC's Arts Alive (Saturday at 8AM) picked up another Los Angeles Press Club National Entertainment Award. Brian Lauritzen (host), Kelsey McConnell (producer) and Mark Hatwan (technical director) won first place in the Radio Feature category for ‘Light And Somber Moments with YOLA in Japan’ — a report from Brian Lauritzen on his travels with Youth Orchestra Los Angeles in Japan, where they joined the LA Phil on tour.

From the judges: “Lauritzen's moving and poignant report on the L.A. youth orchestra's joint concert with a Japanese youth orchestra, which was formed after the tragic earthquake and tsunami of 2011, and conducted by Dudamel during a tour of Japan demonstrates how music can bridge cultural differences and bond people together emotionally. ”

KUSC was also nominated for Best Radio Feature for a story produced by Brian about a new piece of music inspired by the home of architect Frank Gehry—the story included interviews with Gehry and the composer, Andrew Norman.

Holiday Broadcasts

KUSC celebrated the sounds of the season with holiday specials throughout December.

- Chanukkah Lights with Jim Svejda, featuring The Chanukkah Story with Leonard Nimoy and the Western Wind vocal ensemble, and Handel's Judas Maccabeus conducted by Sir Charles Mackerras.
- A Festival of Nine Lessons and Carols, KUSC's traditional live broadcast of the be-loved 30-voice King's College Choir.
- Los Angeles Master Chorale: A Festival of Carols, songs of the season performed by one of the world's great choruses in traditional and dynamic new arrangements.
- KUSC’s New Year’s Eve Bash, this 7-hour program is our yearly exercise in mirth and mayhem hosted by, who else, Jim Svejda.
KUSC was on the air 24 hours a day with the largest audience of any public radio station in the country. At this point, the station had become a full-fledged production center, broadcasting Carlo Maria Giulini’s first season as conductor of the Los Angeles Philharmonic.

1978

1980

KUSC becomes the first public radio station in Southern California to acquire an up-link satellite earth station. Decentralization of public radio programming for NPR system begins.

1982

The University of Southern California acquires a second KUSC radio station, KCPB, which is licensed to broadcast KUSC’s programs to Thousand Oaks and Ventura County. George Lucas gives KUSC radio rights to “Star Wars” which was co-produced with NPR.
SoCal Sunday Night

Every Sunday evening at 7PM, KUSC broadcasts great concerts from a rotating cast of Southern California’s finest orchestras and ensembles. We bring you the dynamic Los Angeles Philharmonic from Disney Hall and from the Hollywood Bowl; take you to Costa Mesa to hear the Pacific Symphony; put you front and center with the LA Master Chorale; and soak up the sounds of the Los Angeles Chamber Orchestra.

- Twelve Pacific Symphony concerts, hosted by Rich Capparela.
- Ten concert broadcasts of the Los Angeles Philharmonic at the Hollywood Bowl. Produced and hosted by Brian Lauritzen.
- Seven concerts from the Los Angeles, hosted by Alan Chapman
- Santa Barbara Symphony concert, hosted by Robin Pressman.
- Thirteen concert broadcasts of the Los Angeles Philharmonic at Disney Hall produced and hosted by Brian Lauritzen
- Chamber Orchestra hosted by Dennis Bartel
- Seven concert broadcasts from the Los Angeles Master Chorale, hosted by Alan Chapman
- Santa Barbara Chamber Orchestra hosted by Robin Pressman.

Weekly Programming

The Request Show—hosted by Alan Chapman
Soul Music—hosted by Brian Lauritzen
A Musical Offering—hosted by Alan Chapman
The Opera Show—hosted by Duff Murphy
Arts Alive—Saturdays 8AM—hosted by Brian Lauritzen
USC Thornton Center Stage—hosted by Alan Chapman
The Record Shelf—hosted by Jim Svejda
Modern Times—hosted by Alan Chapman

Live Broadcast Specials

LA Opera Season-Opening Broadcast
Saturday, September 12, 2015
Duff Murphy whisks you to the Dorothy Chandler Pavilion for opening night of the renowned company’s 30th anniversary season, featuring General Director Plácido Domingo in the title role of Puccini’s comic farce Gianni Schicchi, conducted by Grant Gershon, then grabbing the baton to conduct Leoncavallo’s Pagliacci, starring Marco Berti as the sorrowful clown and Ana Maria Martinez as his faithless wife, Nedda.

Dudamel Conducts Beethoven’s Ninth
Friday, September 25, 2015
Live from the Greek Theatre at UC Berkeley, KUSC broadcasts Gustavo Dudamel conducting the Simón Bolívar Symphony Orchestra of Venezuela, Chorus and Soloists in a performance of Beethoven’s Symphony No. 9. It’s the inaugural concert of the Cal Performances Berkeley RADICAL Series.

Los Angeles Philharmonic: Season-Opening Broadcast, Hosted by Brian Lauritzen and Alan Chapman
Friday, October 9, 2015
Live from the Walt Disney Concert Hall, KUSC broadcasts Gustavo Dudamel conducting the LA Phil in Beethoven’s Symphony No. 5 and Symphony No. 6, the “Pastoral”.

Opera on KUSC

Twenty-three broadcasts from The Metropolitan Opera.

Five productions of LA Opera On Air. The operas aired from May 14, 2015 to June 11, 2015 and were hosted by Duff Murphy.
1983
KUSC assumes leadership in founding and developing the American Public Radio network.

1984
KUSC becomes a “super station” by acquiring two stereo channels on an earth-orbiting satellite and broadcasting the Olympic Arts Festival and New Music LA live to the nation.

1985
The University of Southern California is licensed to build and operate its third radio station KSCA Santa Barbara.

1986
KUSC Celebrates 40 yrs of broadcast service
Classical KUSC Social Media

Follow Us, Friend Us, Find us on SoundCloud

KUSC uses social media (like Facebook, Twitter and KUSC’s blogs) to engage with our community of listeners and shine a spotlight on programming, events or artists that we think will be of special interest to fans of the station. *Arts Alive* also uses an audio sharing platform called *SoundCloud* ([https://soundcloud.com/arts-alive](https://soundcloud.com/arts-alive)) to host a selection of individual *Arts Alive* features, making them available on-demand for anyone with an internet connection. By taking advantage of social media, KUSC is able to deepen our relationships with listeners, expand the reach of the station, and, sometimes, just have a little fun.

Facebook: More than 30,500 people “Like” KUSC on Facebook. KUSC’s Facebook page is a lively place where KUSC hosts interact with listeners, highlight upcoming programming, post fun facts or moving stories from the world of classical music, and share the occasional video of a cat playing the piano.

Twitter: Approx. 10,300 people “Follow” @ClassicalKUSC on Twitter to keep up with what’s going on at the station, get a peek behind-the-scenes and learn more about the arts news stories we’re following. We reached a Twitter milestone this year when our number of followers broke 10K.

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

- Alan Chapman @Stravinskyite
- Brian Lauritzen @BrianKUSC
- Dennis Bartel @DennisBartel
- Gail Eichenthal @KUSCGail
KUSC signs on from a new transmitting facility on Flint Peak high above Pasadena. With power boosted to 25,000 watts, KUSC reaches new audiences to the east and south, more than doubling its potential listenership.

University of Southern California is granted a license to construct a new station to serve desert communities. Construction begins on KPSC in Palm Springs.

Santa Barbara station KSCA is renamed KFAC after the commercial classical station with those call letters goes off the air. KUSC doubles its audience and becomes the first public radio station in America to surpass the 500,000 listener mark. •KPSC Palm Springs debuts on the air. •KUSC introduces “new sound of classical music” in response to changing technologies, demographics and audience use of radio.
**iPhone + iPad Update**

Classical KUSC recently updated its iPhone app to include a suite of new features including a photo gallery with photos of Southern California, a sleep timer, the ability to favorite a piece as well as stories about our most note-worthy composers.

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**KUSC on Apple TV**

The digital team also released Classical KUSC for Apple TV (version 4). Similar to its mobile phone counterpart, the TV app allows you to stream music, learn more about famous composers view photos of Southern California. Simply search for “KUSC” from within your Apple TV to enjoy commercial free music on your HDTV.
After experimenting with a newer, more eclectic mix of classical, jazz, folk and world music, KUSC returned to its roots with an all-classical format. In December, the station celebrated Beethoven's birthday by filling the airwaves with the composer's music and influences for a full week.

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<th>1990</th>
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<td>KUSC acquires sole production responsibility for the top-rated nationally distributed business news show <em>Marketplace</em> and builds new studios to house its production team.</td>
<td>KUSC Introduces The KIDS Club</td>
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April 5, 1993, after nearly two decades, the KUSC transmitter is relocated to Mt. Harvard, enabling the station to provide full broadcast service to its listeners from a premiere mountain top location.
KUSC Classic Events

KUSC 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-newsletter and website home page. To be added to this list, log on to www.kusc.org.

Here is a look back at the 2015-16 KUSC Classic Events:

September
- Schubert Unfinished - LACO - Alex Theatre
- Raymonda with Mariinsky Ballet - SCFTA - SCFTA

October
- Beethoven’s Ninth - Pacific Symphony - SCFTA
- Mozart & Haydn - LA Phil - WDCH

November
- Piotr Beczala - Broad Stage - Broad Stage

December
- Spanish Brass - Da Camera Society - Bradbury Building
- Bridges of Madison County - Center Theatre Group - Ahmanson Theatre

January
- Shanghai Quartet - The Wallis - The Wallis

February
- Russian National Orchestra - VPAC - VPAC

March
- Mozart Symphony No. 4 - Pasadena Symphony-Ambassador Auditorium

April
- Alexander’s Feast - LAMC - WDCH

May
- Yo-Yo Ma - PSOC - SCFTA

Corporate Sponsors

As a corporate sponsor of Classical KUSC, your message reaches the most affluent and educated listeners in Southern California. For information on becoming a KUSC corporate sponsor, contact Abe Shefa at 213-225-7450 or ashefa@kusc.org.
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<td>1996</td>
<td>Brenda Pennell Barnes, President of USC Radio, was hired as the new general manager. Prior to coming to USC, Barnes was general manager for a public radio station in Fort Dodge, Iowa; developed a regional network of stations serving northwestern Virginia; and served as general manager of WGUC in Cincinnati, Ohio.</td>
</tr>
<tr>
<td>1997</td>
<td>KUSC Celebrates 50 years of Broadcast</td>
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<td>1999</td>
<td>KUSC upgrades studios to digital equipment.</td>
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<td>2000</td>
<td>Ownership of Marketplace Productions is transferred to Minnesota Public Radio. USC Retains its name associated with <em>Marketplace and Savvy Traveler</em> in the opening credits.</td>
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Automation System

In November 2015, KUSC upgraded its entire audio storage and playback system. We are now using WideOrbit Automation for Radio to store and play all programming heard on the stations of the USC Radio Group. KUSC shares programming elements with KDFC in San Francisco, and many of the processes we employ to enter new audio into our storage and playback system and to share elements between both stations have been greatly streamlined by the introduction of WideOrbit. Our music database, MusicMaster, integrates well with WideOrbit, enabling us to easily search for music to play. Our production software, Adobe Audition, also integrates seamlessly with WideOrbit, enabling our announcers and producers to save both single track and multi-track production pieces directly into our storage system, eliminating interim steps required by our previous system.

As part of this upgrade, KUSC also decided to greatly increase the amount of storage space for music. As a result, KUSC is now playing thousands of pristine, uncompressed, CD-quality selections. WideOrbit has also given us the ability to provide "now playing" data to radios during more hours of the day, including the overnights, where we previously could only display the station call letters. This same data will soon be integrated into the KUSC website so that the "Now Playing" display and the playlist page will always present the most up-to-date and accurate information.

Technical Documentation and Planning

In addition to an upgraded automation system, the radio engineering and IT team focused on general reliability improvements within the KUSC Technical Operations Center. One side of the KUSC Technical Operations Center houses KUSC’s Office IT infrastructure and digital audio library. Engineer Bill Kappelman manages the other side of the Technical Operations Center which handles routing of the live broadcast signals and audio playback. The Technical Operations Center is always changing in order to expand production capacity and to improve system reliability, monitoring intelligence and data security. There is a constant need to update documentation.

Santa Clarita Booster

In the field, this last spring the engineering team replaced an aging booster transmitter at Oat Mountain. This system’s "fills in" the area of Santa Clarita that cannot get the KUSC’s main signal directly from Mt Wilson because of intervening mountainous terrain. Nautel Broadcast provided KUSC with a digital Radio component as well as special support to additionally synchronize the HD signal with KUSC’s Mt Wilson signal. This was an upgrade that will benefit Santa Clarita area commuters that own mobile HD radios. This project provided the opportunity for KUSC to work directly with Nautel’s research engineer and demonstrate a digital single frequency network in the real world as part of a Beta test project. Results and observations were presented to broadcast engineers from around the United States at the Nautel engineering seminar held at April 2016 National Association of Broadcasters’ convention in Las Vegas.
### 70 Years of KUSC

#### 2001
KUSC moves its studios and offices to three floors of The Manulife Building located at Fifth and Figueroa in Downtown Los Angeles.

The KUSC Board of Councilors is formed to help guide the station’s strategic planning. Initial members are: co-chairs, William E.B. Siart, and Robert F. Erburu, Frank Cruz, Robert Attiyeh and Martha Harris.

#### 2000
A new antenna and transmitter are installed at the recently constructed transmission facility on top of Mt. Harvard. KUSC goes on air with its increased, newly licensed 39,000-watt signal.

#### 2002
KUSC begins producing The Los Angeles Philharmonic concerts for broadcast. These concert broadcast are distributed Nationally; 200 stations carry the program in the first season.

#### 2004
Call letters for two stations are changed: KCPB in Thousand Oaks becomes KDSC; and KFAC in Santa Barbara becomes KQSC.

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**Call Letters**
- **KDSC-FM 91.1** Thousand Oaks
- **KQSC-FM 88.7** Santa Barbara
Board of Councilors

William E.B. Siart  
(Board Chair)

Robert Abeles, Jr.

Frank H. Cruz

Corey Field, Esq.

Natalie Klein

Thomas S. Sayles

David Strand

Julia Torgovitskaya

Lee Walcott

Martha Welborne

70 Years of KUSC

2004

The Record Shelf host Jim Svejda celebrated his 25th year with KUSC.

2005

Gail Eichenthal, who first joined the KUSC staff as an intern in 1976, returned as KUSC Director of Arts Programming after a 16-year broadcast news career. She was the first woman to host the radio broadcasts of a major American orchestra, the L.A.
KUSC launches *Arts Alive*, a weekly Arts Magazine Program.

With support from the McCabe Foundation, KUSC sends music education support materials to more than 7300 licensed pre-schools in Southern California.
KUSC stepped up their marketing efforts this year and conducted a more ambitious campaign on the backs of buses in Southern California. Here are the marketing messages we used this spring in case you did not see them:

![Make Your Commute More of a Concerto.](image1)

![Experience a Daily Office Overture.](image2)

![Pair Your Penne with a Seductive Little Sonata.](image3)

![Who Says a Symphony Can’t Make You Sweat?](image4)

These messages remind us that classical music can transform all the activities of our lives: work, commuting, exercising, dining and the list goes on. I hope you will remember to tune to KUSC more often and encourage family and friends to do the same.
KUSC launches a marketing campaign that included a bus-wrap strategy. Ads in LA Times, OC Register, Dorothy Chandler Theatre magazine and the USC Trojan Family Magazine.

KUSC, the university’s pioneering public radio station, has been serving up classical music – with a few interruptions – for more than 60 years. In some ways, times have never been better. In other ways, times have never been more challenging.

70 Years of KUSC

Tuning in to the Digital Age

BY KAY MILLS // Photography by Mark Berndt

CLASSICAL MUSIC, compellingly played by the world’s great musicians and enthusiastically described by announcers who “love and live” the music. Special shows, such as “Terezin: Lost Music from the Holocaust” presented on Holocaust Remembrance Day. A weekly arts “magazine” including interviews with and features on artists ranging from painter David Hockney and actress Elaine Stritch to conductor David Robertson and film critic Kenneth Turan.

This is KUSC, now the largest listener-supported classical music station in the country and one of the last bastions of full-time classical music and arts programming on public radio.

There is no doubt that the station is currently on a roll: The latest Arbitron ratings rank it as the most listened-to public radio station in Southern California, ahead of public radio powerhouses KPCC and KCRW; it has had three million-dollar-plus on-air fundraising drives since spring 2007; it picked up 8,000 members and thousands more listeners after K-Mozart, L.A.’s longtime commercial classical music station, changed its format; and it is looking beyond recorded music, both airing and reporting on a growing range of local concerts and other arts events, and exploring new ways of using the Internet.

“It’s daunting but also an incredibly exciting time to be covering the arts in L.A.,” says Gail
KUSC Development

We remain very humbled by the generous support of you and our listeners because YOU believe in the service that KUSC provides. It is because of this unwavering support that we can offer and keep great classical music on the radio at KUSC. Membership accounts for 75% of the station’s operating budget.

Our sustainer program, now in its 5th year has increased from 1,322 members in its first year (2011-12) to over 13,500! (see graph below)

Along with our work on the sustainer program last year, we launched specialized customer service programs to provide you with the best experience possible. Our enhanced Car Donation program continued to grow in 2015-16, KUSC receive over 350 donated vehicles.

Below is a chart representing KUSC’s membership and revenue growth since 2007.
2007 KUSC became the only full-time FM classical station in Southern California and raised a record $1.3 million during its Fall on-air membership drive. KUSC also produced the first live Los Angeles Opera broadcast since the company’s inaugural season.

Arbitron ratings indicate that KUSC is the most-listened-to public radio station.

2008

2009 KUSC purchases a station to serve the California Central Coast and begins broadcasting.

Lighting made headlines during a rare hailstorm in L.A. when it damaged a KUSC antenna. The station's signal took a hit, resulting in static and interference from other stations. KUSC defaulted to its backup broadcasting site in the Hollywood Hills until the damage was repaired.
KUSC is honored to recognize members of the Leadership Circle who are committed to annually supporting the station’s mission to make classical music and the arts a more important part of more people’s lives.

(List includes members as of October 3, 2016)

**Presidents’ Gold (≥$25,000)**

Anonymous (3)
Colburn Foundation
Arthur J. Geoffrion and Herman H. Hamer Memorial Fund
Henry and Paula Lederman
William E.B. Siart

**Presidents’ Circle ($10,000—$24,999)**

Anonymous (8)
Herb Alpert Foundation
Johnny Carson Foundation
Sara and Robert Cannon
Dunard Fund USA, LTD.
William Hummel
The Norris Foundation
Dr. Daniel Temianka
Flora L. Thornton Foundation

**Composer’s Circle ($5,000—$9,999)**

Anonymous (11)
Nancy E. Barton Foundation
Michael P Checca
Ferguson Foundation
Dr. Suzanne Gemmell
Cornelia Haag-Molkenteller
Mr. and Mrs. Bobby K. Hanada
Barbara Jury
Louise D. Kasch Donor Advise Fund
William H. Kleins Foundation
The Negaunee Foundation
Sally Gerber Phinney

**Composer’s Circle continued**

Jerome and Toby Rapport Foundation
Ronus Foundation
Abe and Lori Shefa
Jason Subotky and Anne Akiko Meyers
Joe and Linda Svehla
Jan and Meredith Vborol

**Producer’s Circle ($2,500—$4,999)**

Anonymous (32)
Mr. and Mrs. Robert Abeles
Dr. Brenda Barnes and Mr. Bill Barnes
Karen and George Bayz
Laurie Berg
Eve Bernstein
Linda Lee Bukowski
Dennis and Patricia Burke
Julie and Ray Craemer
Norman E. DuFort
James P. Edmondson
Sanford Edward
Louise Grant Garland
Donald P. Gould
Harvey Hoepner and Bob Richards
Karen Hooper
Thomas C. Hudnut
Charlotte Hughes and Christopher Combs
Stanley and Charlotte Kandel
Harry & Mayte Kilpatrick
Stuart Klabin
Ted Kotcheff and Laifun Chung
Barbara and Gerald Levey
Mr. Scott Litt
Lillian Lovelace
Sharon and Daniel Lowenstein
Marilyn Magid
Tom and Anne McKerr

**Producer’s Circle continued**

Janice Miller
Christine Ofish
Gerald Oppenheimer Family Foundation
Jean Oppenheimer
Michael R. Oppenheimer
Susan F. Rice
William A. Sartain
Alexander and Mariette Sawchuk
Dena and Irv Schechter
Robert and Jeanne Segal
Dr. Charlie and Claire Shaeffer
Harvey Shapiro
Christine Splichal
Stephen & Barbara Straub
Simon Strauss Foundation
Robert D. Voit
Lee and Deborah Walcott
Dr. F.N. Zeytin, BioSentinel, INC.

**What does KUSC Mean to You…….**

“Classical music, intelligently curated and made accessible to everyone, is among society’s greatest treasures. Could there possibly be a better destination for my resources than KUSC? Absolutely not!”

— Donald Gould, Claremont, Supporter for more than 32 years

“KUSC is not a fair weather friend. It is always there for you in good times and bad, because you ARE KUSC!”

— Norm, Shadow Hills, CA

“Terrific Sounds.”

— Michael P. Checca
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. Many of these future gifts will be used to build an endowment to ensure that future generations are able to have classical music in their lives.

*List as of October 7, 2016*

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<th>Anonymous (44)</th>
<th>Robert S. Helfman</th>
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<td>Mr. Adolph Maier</td>
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<td>Hon. Nora Manella</td>
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<td>Max Stolz, Jr.</td>
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<td>Rod &amp; Nancy Harvey</td>
<td>Carole E. Walker</td>
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What does KUSC Mean to You……

“KUSC has been much more than great music, informative and entertaining hosts and educational programming. KUSC was a companion to my late husband and part of our everyday lives. Our decision to provide financial support to the station was to help insure others the opportunity to have KUSC as a companion in their lives”

— Deborah Goetzman

“Once I came across KUSC on my car radio in 1965, I became an enthusiastic listener and latter supporter of this invaluable culture asset to our city and beyond. Since then, I can see a new generation learning to appreciate classical music, thanks to the superb broadcasting of KUSC.”

— Peter, Beverly Hills

“I have supported KUSC for many years and became a Legacy Society member because the station brings beauty and joy to us every day — it is important that this continues.” “Where there is music there can be no evil.” — Cervantes (Don Quixote)

— Carole, Los Angeles, KUSC Legacy Society Member

“KUSC is educational, like walking thru the great concert halls of the world listening to great music, surrounded by friends and family who all share in the love of music. I am extremely grateful to have such close friend like KUSC.”

— Chuck Baron, KUSC Legacy Society Member
Capital Music! – Sounds of Philadelphia and Washington DC

September 29- October 5, 2015

KUSC afternoon host Brian Lauritzen and Director of Development Minnie Prince led a weeklong tour of great music and national icons in Philadelphia and Washington, DC.

Twenty-six KUSC members were treated to a first class experience - three nights in Philadelphia, PA based at the Hotel Palomar close to the city’s heart, Rittenhouse Square. Tours of Colonial Philadelphia, including Old City and Society Hill – The Liberty Bell, and Independence Hall, The Barnes Collection and concert at Verizon Hall in the Kimmel Center to hear Maestro Nezet-Seguin lead the orchestra in Rachmaninoff’s 4th Piano Concerto.

Then it was on to Washington, DC where the group made their home at the Palomar Hotel in DuPont Circle. Tours of the wonderful Phillips Collection which host the famous impressionist collection including Renoir’s Luncheon of the Boating Party, A day to visit five iconic quick spots along the Mall, on to the Kennedy Center for a performance by the National Symphony Orchestra, a finally a private recital at the University of Maryland featuring Marc-Andre Hamelin.

British Flair! A Week in London

May 29—June 6, 2016

Gail Eichenthal, Chief Engagement Officer and Director of Development Minnie Prince, tagged along with 26 exuberant KUSC members on a fabulous 8-day tour of London.

The Kingsway Hall Hotel was residence to the group as they helped to celebrate an important Shakespeare anniversary, indulged in a scrumptious tea at the Ritz and of course, heard some spectacular music. On the 400th anniversary of the death of Shakespeare, the group attended a performance of Romeo & Juliet – a trip to Garsington Opera and the amazing town of Oxford with its renowned colleges, and Blenheim Palace were also on the schedule. And of course there was great music, the London Symphony Orchestra in Mahler’s monumental 2nd symphony, the Resurrection.
Classical KUSC moved into what is now the iconic, 32-story USC building in heart of downtown Los Angeles. With this move came the opportunity to use the Center's 500-seat auditorium for special live broadcasts.

KUSC Announces that it is purchasing two stations in the Bay Area and becomes the only classical radio service for the Bay Area.

KUSC Announces the purchase of a station in Sunnyvale to serve Silicon Valley and San Jose.
KUSC Staff

Brenda Barnes – President USC Radio
Bill Lueth – USC Radio Vice President and Program Director

On-Air Host
Dennis Bartel—Weekdays 6-9 a.m., Saturdays 7-8 a.m. and Sundays 1-4 p.m.
Rich Capparella—Weekdays 4-7 p.m., Saturdays Noon-5 p.m. and Pacific Symphony Broadcasts
Alan Chapman—Weekdays 9 a.m. - 1 p.m., Modern Times, A Musical Offering and Thornton Center Stage
Brian Lauritzen—Weekdays 1-4 p.m., Sundays 11 a.m. - 1 p.m., Soul Music, Arts Alive, LA Phil
Duff Murphy —The Opera Show, LA Opera On Air
Jim Svejda —Weeknights 7 p.m. - Midnight, The Record Shelf
Gail Eichenthal —Chief Engagement Officer KUSC/ KDFC - Sundays 4-6 p.m., special broadcasts
Robin Pressman—On-Air Host
Blake Lawrence— On-Air Host

Programming
Rik Malone - Supervisor of Music Content
Kelsey McConnell - Assistant Program Director
Mark Edwards - Music Director
Mark Hatwan - Production Director

Administration
Rina Romero - Senior Business Officer
Veronica Jimenez - Budget Coordinator

Development
Minnie Prince - Director of Development
Jaime Cisneros - Database Administrator
Nicole Coe - Gift Processing Manager
Susannah Hutchison - Gift Processing Coordinator
Lilly Lau - Development Coordinator
Nicole Massingale - Customer Service Coordinator

Interactive
Chris Mendez - Director of New Media

Engineering
Ron Thompson - Director of Engineering
Bill Kappelman - Director of Compliance
Cliff Nielsen - IT Director
Steve Sevy - Operations Coordinator
Steve Coghill - Director of Operations

2014

KUSC begins operating KDB in Santa Barbara and becomes the only classical service for the Santa Barbara Community.
KUSC continues to support the efforts of the arts, by providing office space to Arts for LA and the Los Angeles County High School for the Arts Foundation for nine and seven years respectively.

| ARTS FOR LA  
| CELEBRATING TEN YEARS OF ARTS ADVOCACY |

Celebrating its 10th anniversary, Arts for LA is the regional arts advocacy organization fighting for arts education for all students, increased public and private investment in arts and culture, and the inclusion of the arts in all aspects of civic life in Los Angeles County.

Its programs include ACTIVATE (an arts advocacy leadership program); ArtsWeek (three days of civic and digital engagement with elected officials); the LA Convergence (an annual cross-sector convening with arts and culture leaders); and ArtsVote (a multi-strategy campaign to engage residents, provide opportunities for public discourse, and bolster civic volunteerism).

Arts for LA is staffed by Executive Director Sofia Klatzker, Deputy Director Charles Flowers, Director of Programs Shelby Williams-Gonzalez, and Program Associate Abril Iniguez-Rivas. In the past year, Arts for LA has doubled its budget, expanding programming, and continues to grow its network of Contributing Members.

| Arts High Foundation  
| Proudly supporting LACHSA since 1985 |

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. LACHSA, a tuition-free, public arts high school, was established in 1985 on the campus of California State University, Los Angeles. Once LACHSA was established, the Foundation’s mission shifted to bridging the gap between available State funding and the actual cost of running LACHSA’s award winning, conservatory style arts programs.

LACHSA is consistently ranked as one of the top arts high schools in the nation. Young artists at LACHSA win numerous local, state, and national awards for artistic achievements and are recruited by the finest arts colleges and conservatories in the nation, often times with full-ride scholarships. Singer Josh Groban, actress Jenna Elfman, visual artist Kehinde Wiley, playwright Josefina, and dancer Matthew Rushing are just some of the school’s distinguished alumni. LACHSA continues to develop today's young artists into tomorrow's arts leaders.

LACHSA Foundation strives to bridge the gap between available public funding and the actual cost of running the extensive arts programming at LACHSA and is staffed by Executive Director, Karen Louis and Development Associate, Alina Borja.
The majority of KUSC’s funding comes from (70%) development/membership and underwriting (corporate) support. Federal funding through the Corporation of Public Broadcasting (CPB) accounted for 8% of budget revenue.
The two most important activities for KUSC are creating and broadcasting classical music programming. Together, programming and engineering comprised 56% of KUSC’s operating budget.
Transform your day.

KUSC-FM 91.5 Los Angeles • KDSC-FM 91.1 Thousand Oaks • KDB-FM 93.7 Santa Barbara
KPSC-FM 88.5 Palm Springs • KESC-FM 99.7 San Luis Obispo

Streaming at www.kusc.org