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’s 2011-12
NOTABLE ACHIEVEMENTS

KUSC IS A WEBBY HONOREE!
Classical KUSC was selected as an Official Honoree of the 16th Annual Webby Awards in the Radio/Podcasts category.

Nearly 10,000 entries were received from all 50 US states and over 60 countries, the Official Honoree distinction was awarded to the top 15% of all work entered that exhibits remarkable achievement.

THE LOS ANGELES TIMES CULTURE MONSTER RECOGNITION
Culture Monster an Arts & Culture section of the Los Angeles Times selected 25 top tweeter accounts which they deemed worthwhile to follow — KUSC was one of five in the Classical Music & Opera category.

“...The people behind LA’s classical radio station offer a daily mix that includes news, programming updates and offbeat classical trivia — all done with style and a sense of humor.”

ARTS ALIVE RECEIVES TWO FIRST PLACE AWARDS!
The KUSC Arts Alive program became the recipient of two first place national awards from the LA Press Club. At their annual banquet in November, 2011, hosted at the Biltmore Hotel.

BEST FEATURE, RADIO
Brian Lauritzen and Gail Eichenthal, Classical KUSC, “LA Phil in Europe” For their great piece on Gustavo Dudamel working with kids in London

Judge’s comments: A vibrant tale that reports on Dudamel & Co. as Dudamel explores ideas with, and trains, young orchestra students in London. The story is interspersed with fantastic bits of symphonic sound, Dudamel’s high-charged patter, and music students who love the symphony practicing and chuckling at themselves — and at Dudamel. As Lauritzen says “it was intense.”

BEST RADIO CRITIC
Kenneth Turan and Gail Eichenthal, Classical KUSC, “Kenneth Turan’s Arts Alive Film Reports” (For the second time in three years!)

Judge’s comments: Turan and Eichenthal make a smooth team, with Turan sharing his pearls of wisdom and asides about his favorite and least-favorite moments in the latest movies as Eichenthal asks him pithy questions. Turan’s quirky voice is by no means a natural for radio, but he knows so much — and shares so much in such a short bit of time — that it really doesn’t matter. Engaging and worthwhile.
The day before we announced that we would be operating the only classical radio service in the Bay Area, I remember being excited about what was to come, yet nervous at the same time. There was every reason to be nervous because we faced some major challenges. We had only two stations that would cover the city of San Francisco and Napa and Sonoma counties, leaving Marin County, the East Bay and the South Bay and Peninsula without a strong signal. We knew we could upgrade one station to serve Marin County and the East Bay but needed to buy another station to serve the South Bay and Peninsula -- and we had no prospects.

Finding stations with the right coverage area at the right price is difficult under the best circumstances and is even more challenging in a market like the Bay Area. We were fortunate that we not only successfully upgraded the San Francisco station to serve Marin County and the East Bay, but also closed the purchase of a South Bay station and brought classical music back to that region and the Peninsula.

We are thrilled that we were able to fulfill our promise to return classical music to the Bay Area in non-commercial form.

There are many people to thank for our success in the Bay Area including USC President C. L. Max Nikias, his chief of staff, Dennis Cornell, and the senior administration of USC for their vision in supporting the project. I am especially grateful to Provost Elizabeth Garrett and to Senior Vice Presidents Robert Abeles, Tom Sayles, Al Checcio and Todd Dickey and for their advice and support. The USC Board of Trustees supported the project enthusiastically and several were instrumental in our efforts including William E.B. Siart, Jeff Smulyan, Bruce Ramer, Natalie and Ken Klein, and Frank Cruz. They invested a great deal of their time and talent to make this happen. We were particularly pleased that Jeff Smulyan received a USC Alumni Service Award this year for his extraordinary efforts on our behalf.
I also want to recognize Bill Lueth and the staff of commercial classical station KDFC for their willingness to join USC Radio and rebuild KDFC as a non-commercial station. Many KUSC staff members also helped by offering expertise and support and most of all, I am so grateful to you and the Bay Area audience for your support.

While our Bay Area expansion has been a major accomplishment we were also careful to ensure that we continued to offer high quality programming for Southern California on KUSC. Tangible evidence came from you in the form of financial contributions for which we are incredibly grateful and from recognition by the Los Angeles Press Club. Brian Lauritzen, Gail Eichenhal and Ken Turan won two first place Los Angeles Press Club National Awards for best feature for a piece about the Los Angeles Philharmonic and Gustavo Dudamel and best criticism for Ken Turan’s film reviews. Our staff works very hard to advocate for the arts community and it was wonderful to receive this recognition for the excellent work they do.

Thanks to a Leadership Advancement grant from the Irvine Foundation we also are engaged in a two-year process to integrate new media technology into the vision and structure of KUSC. We have the benefit of very experienced consultants working with us to develop a new media communication plan, infrastructure and process that are helping KUSC adapt to a rapidly changing world. Our KUSC Interactive team has several applications in development and it has been a very productive year for moving KUSC into the new media future.

As you read this report you will learn more about this year’s notable events for KUSC. For example, we produced many live broadcasts of seminal arts events in Southern California, and we returned our Coachella Valley station to the air less than 48 hours after high winds took down the tower and damaged our satellite dish. It was another very memorable year for KUSC thanks to your support.

If you have questions or comments do not hesitate to contact us.

We are incredibly grateful to you for supporting high quality classical radio in Southern California!

President, USC Radio
KUSC RADI0

GENERAL MANAGER
ERIC DEWEES

Eric founded WRKF, the only public radio station in Baton Rouge, Louisiana, and managed the station for 23 years. During his tenure, WRKF had the largest audience per capita of any public radio station in the country. Eric was also a founding member of the Community Fund for the Arts, Baton Rouge, LA, a community-wide, united arts campaign including workplace giving, major gifts, and corporate giving. He received a special recognition award for support of the arts, awarded by the Arts Council of Baton Rouge. He was also a member of the Board of Directors of National Public Radio and a founding member of Southern Public Radio. 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.

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.
KUSC has been providing office space for Arts for LA and the Los Angeles County High School for the Arts Foundation for five years and three 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.

Los Angeles County High School for the Arts Foundation (LACHSA) 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. Arts High, a tuition-free public arts high school, was established in 1985 on the campus of California State University, Los Angeles. The school is consistently ranked as one of the top arts high schools in the nation. By helping to sustain Arts High’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.
PROGRAMMING

REGULAR PROGRAMMING

USC Thornton Center Stage, featuring performances from the USC Thornton School; hosted by Alan Chapman.

The Record Shelf, featuring reviews of classical recordings, highlights of renowned classical artists and guides to the best readily available recordings; hosted by Jim Svejda.

The Opera Show, presenting the greatest recordings of the most enduring operatic masterpieces in their entirety; hosted by Duff Murphy.

Modern Times, exploring great musical works from the 10th and 21st centuries; hosted by Alan Chapman.

The Request Show, a program of listener requests airing weekdays at noon; hosted by Alan Chapman.

Soul Music, a program of choral music hosted by Brian Lauritzen, now three hours, 6-9am.

Baroque and Beyond, hosted by Brian Lauritzen, a mix of music inspired by and from the Baroque period.

The Show of Shows, monthly summer specials on musical theater topics including composer Harold Arlen, the lesser known works of Stephen Sondheim, Rodgers & Hart, and an 80th birthday tribute to Joel Grey.

LIVE BROADCASTS

Thursday, September 15, 2011:
President’s Distinguished Concert with Midori at USC

Saturday, September 17, 2011:
LA Opera Season Opener, Eugene Onegin

Sunday, September 18, 2011:
LA Opera, Cosi fan tutte

Tuesday, September 27, 2011:
LA Phil Opening Night Gala, with Gustavo Dudamel, conductor and Herbie Hancock, piano, hosted by Brian Lauritzen and Brian Newhouse

Saturday, November 5, 2011:
LIVE from the Dorothy Chandler: The Opera Show, Duff and friends were live at the Dorothy Chandler during the LA Opera’s first ever open house.

Wednesday, November 9, 2011:
LA Opera, Romeo et Juliette, hosted by Gail Eichenthal and Duff Murphy

Sunday, February 19, 2012:
LA Opera, Simon Boccanegra, hosted by Duff Murphy and Kimberlea Daggy

Friday, March 9, 2012:
USC Piatigorsky Festival: Opening Concert, hosted by Brian Lauritzen,

Wednesday, March 14, 2012:
LA Opera, Albert Herring, hosted by Duff Murphy and Kimberlea Daggy

LA Opera, La Boheme, hosted by Duff Murphy
SPECIALS

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

♦ Thanksgiving with Cantus
♦ Jim’s New Year’s Eve Bash
♦ Echoes of Christmas with the Dale Warland Singers
♦ Jim’s Hanukkah Show
♦ A Chanticleer Christmas
♦ Welcome Christmas with Vocal Essence
♦ A St. Olaf Christmas
♦ LIVE from Cambridge, England on Dec. 24: A Festival of 9 Lessons and Carols
♦ La Nochebuena: A Spanish Renaissance Christmas with The Rose Ensemble
♦ America’s Music Festivals Holiday Special: Monteverdi Vespers

KUSC HOSTS’ SPECIALS
Dennis Bartel and family produced several specials for KUSC, tackling holidays, high jinks and Stravinsky.

Saturday, October 29, 2011:
Dennis’ Children’s Halloween Special: Halloween High Jinks for Kids
Dennis Bartel and his four little ghouls don their powdered wigs and go in search of the macabre among the classics in this one hour Children’s Special, complete with spooky stories, scary sounds, and spine-chilling scores from scribblers of the supernatural.

Saturday, December 17, 2011:
Dennis’ Christmas Children’s Special:
Christmas Around the World
Dennis Bartel & Family present a KUSC holiday tradition - an hour-long trip throughout the globe in search of Christmas music and traditions. We’ll hear carols from Latin America and Scandinavia, traditional holiday music from England to Africa to the 18th century, and we’ll hear tell of Christmastime customs from the Far East, and a town near you. Saturday, December 17, 4-5 p.m.

Saturday, March 24, 2012:
Dennis Bartel: A Child’s Guide to Stravinsky
Dennis Bartel’s spring special for kids features a new version of the composer’s Soldier’s Tale, with Yadu as narrator. Yadu is the stage name of a popular children’s narrator whose true identity is Dr. Konrad Czynski, a professor of Humanities at Minnesota State University

Saturday, October 22, 2011:
Liszt-O-Mania: The Many Musical Innovations of Franz Liszt
Celebrating the composer Franz Liszt with a tribute special, Hosted by Kimberlea Daggy

OTHER SPECIALS:

Centenary Tribute to Gustav Mahler— Hosted by Kimberlea Daggy
From Poland to Paso Robles: A 150th Anniversary Tribute to Paderewski— Hosted by Kimberlea Daggy
The Importance of Being Fleischmann— A documentary paying homage to the LA Philharmonic’s longtime Managing Director, Ernest Fleischmann—produced and hosted by Gail Eichenthal and Brian Lauritzen
**CONCERT PRODUCTIONS**

KUSC produced over 70 recorded concerts for broadcast, some included:

- Twelve live **Pacific Symphony concerts**, starting in September 2011 and continuing each month through June 2012; hosted by Rich Capparela
- Fourteen concert broadcasts of the **Los Angeles Philharmonic at Disney Hall**. The series started in April 2012 and continued through July 2012; produced and hosted by Brian Lauritzen
- Eleven concert broadcasts of the **Los Angeles Philharmonic at the Hollywood Bowl**. Concerts aired August 2011 through October 2011; produced and hosted by Brian Lauritzen
- Six productions of **LA Opera On Air**. The operas aired from May 2012 to June 2012 and were hosted by Duff Murphy.
- Eight concerts from the **Los Angeles Chamber Orchestra** aired from September 2011 to November 2011; hosted by Alan Chapman
- **Piano Spheres**, five concert broadcasts January 2012 through May 2012
- Seven concert broadcasts from the **Los Angeles Master Chorale**, aired from December 2011 to January 2012
- Rich Capparela hosted KUSC’s broadcast of the 55th annual **Metropolitan Opera Western Regional Finals** on Sunday, December 4, 2011.

Orchestra’s Sound Investment program aired on Saturday, September 17, 2011.

Through the program, investor’s commission a new piece of music and then get to know the composer at salons held throughout the composition process. Derek Bermel was the most recent Sound Investment composer. LACO and singer Luciana Souza premiered his *Mar de Setembro* in May 2011. In KUSC’s documentary, listeners heard the premiere of Mar de Setembro as well as from Bermel, Souza and Sound Investment investors.

**KUSC COVERS THE OSCARS**

In honor of the 2012 Academy Awards, KUSC launched a podcast series with Oscar-nominated artists.

- Director Agnieszka Holland talks about her film "In Darkness" with Chris Stanley
- Oscar Predictions from Kenneth Turan and Anne Thompson
- Jim Svejda talks with all five nominated film composers
- Norwegian director Hallvar Witzo talks to Kelsey McConnell about his Oscar-nominated short "Tuba Atlantic"
- Chris Stanley talks to Wim Wenders, director of Pina, Best Documentary nominee
- Actor Gary Oldman interviewed by Gail Eichenthal

**MOVIE MUSIC TRIBUTE BROADCASTS**

KUSC aired a two-hour special honoring John Williams, a giant of movie music. The broadcast was produced and hosted by USC music historian Jon Burlingame.

**SOUND INVESTMENT DOCUMENTARY**

*Sound Investment: Opening a World of Music*—hosted by Alan Chapman and produced by Katie McMurrnan. A one-hour documentary about Los Angeles Chamber Orchestra’s Sound Investment program aired on Saturday, September 17, 2011.
ARTS ALIVE and Interviews

**ARTS ALIVE**—Some of KUSC’s most intensive production goes into the weekly hour-long arts magazine of the air: *Arts Alive*, hosted by Brian Lauritzen and co-produced by Brian and Katie McMurrann. *Arts Alive* covers prominent personalities, arts groups and trends in the world of music, dance, theater, visual arts, architecture and film. *Arts Alive* covers the arts from San Diego to the Central Coast and is made possible by a grant from the James Irvine Foundation.

**The Evening Program with Jim Svejda**—Jim Svejda host a three-hour show weeknights 7-10pm, consisting of interviews and music information.

**SPOTLIGHT ON THE ARTS**—Classical KUSC takes a closer look at the world of music, art and culture here in Southern California with 60 second features at the top of the hour every weekday at 8am, 1pm and 5pm.

Here are some of the notable guest and organizations that appeared on *Arts Alive, Jim Svejda’s Evening Program and Spotlight on the Arts* between August 2011 and June 2012:

- James Cuno, President and CEO of J. Paul Getty Trust
- Actors: John Malkovich, Joel Grey, Danny Glover, Alfred Molina, Isabelle Huppert
- Artists: John Baldessari, Lita Albuquerque
- Film Directors: Jonathan Demme, Morgan Spurlock
- Festivals: LA Film Festival, Other Minds Festival, Festival Mozaic, Sacred Music Festival
- Wild Up Orchestra
- Los Angeles Opera, Long Beach Opera, The Industry (LA’s newest opera company)
- Dancer/actor Mikhail Baryshnikov
- Composers: Elliot Carter, Morten Lauridsen, Wadada Leo Smith, Alexandre Desplat, Bright Sheng, Randy Newman
- Musicians: Leif Ove Andsnes, Gabriel Kahane, Joshua Bell, Midori
- Father Gregory Boyle, Director and Founder of Homeboy Industries
- Writers Susan Orlean, Richard Price, T.C. Boyle, Edmund Wilson
### Pacific Standard Time

Classical KUSC was proud to participate in Pacific Standard Time, a citywide Getty Research Institute initiative that focused on postwar art in Southern California between October 2011 and March 2012. KUSC produced a Pacific Standard Time Podcast series, featuring in-depth interviews with iconic arts figures in Los Angeles. These interviews originally aired on KUSC in the 1970’s and ‘80’s and are now part of the Sheila Tepper Archive of Creative People at the University of Southern California.

- Carl Stone in conversation with Arts philanthropist Betty Freeman
- Henry Hopkins in conversation with pioneering art collectors and gallery owners Betty Asher and Irving Blum
- Historian Dorothy Crawford in conversation with composers Nicolas Slonimsky and William Kraft
- LA Times critic Christopher Knight in conversation with art critic, Clement Greenberg
- Museum Director Henry Hopkins in conversation with designer Ray Eames
- Henry Hopkins in conversation with Ferus Gallery founder, curator, museum director Walter Hopps
- Barbara Kraft in conversation with potter Beatrice Wood
- Writer Irene Borger in conversation with modern dancer and choreographer Bella Lewitzsky
- Music journalist Alan Rich in conversation with composer and CalArts Music Department founder Mel Powell
- Art historian and critic Melinda Wortz in conversation with performer Rachel Rosenthal and architect and owner of Gemini GEL Elyse Grinstein

### 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 5,000 people “Follow” KUSC on Twitter. In a June 2011 article, the Los Angeles Times’ arts blog Culture Monster named @ClassicalKUSC one of their 25 favorite Twitter Feeds.

**KUSC 91.5 - FM (@ClassicalKUSC):** The people behind L.A.’s classical radio station offer a daily mix that includes news, programming updates and offbeat classical trivia – all done with style and a sense of humor.

Hosts Alan Chapman (@Stravinskyite), Gail Eichenthal (@KUSCGail), Dennis Bartel (@DennisBartel), Jamie Paisley (@JamiePaisley) and Brian Lauritzen (@BrianKUSC) all use Twitter to promote programming, wax philosophical and crack wise.

**Facebook:** Since joining Facebook in July 2009, KUSC’s Facebook page has amassed almost 6,000 “Likes.” KUSC uses Facebook to share behind-the-scenes photos and information about the station’s daily goings-on, as well as spread the word about special programs or notable pieces on that day’s playlist.

**Pinterest:** KUSC uses the online photo-sharing platform Pinterest to post photos from inside the studios and backstage at live broadcasts. KUSC also has a Pinterest Board full of photos from Brian’s Lauritzen trip to Venezuela with the LA Phil and another of the strangest classical album covers our staff could find. Pinterest is a light-hearted way to add a visual component to KUSC’s broadcasting.
BRIAN LAURITZEN ON TOUR
WITH THE LOS ANGELES
PHILHARMONIC

LA Philharmonic broadcast host Brian Lauritzen traveled to Caracas, Venezuela with the Los Angeles Philharmonic in February 2012. Brian filed daily on-air and on-line (at the KUSC blog) reports about the Mahler Project concerts performed by the LA Phil in Caracas and about his visits with “nucleos”, sessions of the pioneering arts education program El Sistema.

A PROGRAMMING PREVIEW FOR THE YEAR AHEAD

In addition to our regular programming, KUSC will once again air concert broadcasts from the Los Angeles Philharmonic, Los Angeles Opera, Los Angeles Master Chorale and the Hollywood Bowl. Other upcoming live broadcast include:

♦ Saturday, August 4 at 4pm
  "A Song After Sundown: A 100th Birthday Tribute to David Raksin"
  Hosted by Jon Burlingame
♦ Starting August 11, 2012 and airing Saturday’s at 2pm, the Los Angeles Philharmonic at the Hollywood Bowl Broadcast Series.
♦ September 30, 2012 at 2pm,
  Live Broadcast of the Los Angeles Philharmonic’s 2012-13 season opener with Gustavo Dudamel conducting
  Rite of Spring
♦ September 15, 2012
  Live Broadcast of the Los Angeles Opera’s Season opener I Due Foscari starring Placido Domingo in his world premiere in a new baritone role
♦ Beginning Sept 22, 2012 at 8pm
  Live broadcasts of The Pacific Symphony season with Rich Capparela
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-newsletter and website home page.

If you would like to be added to this list, log on to www.kusc.org. Here is a list of various classic events KUSC sponsored during 2011-12.

Sarah Chang Plays Mendelssohn

September 22-24 at 8:00 p.m.
Hershey Symphony Center, Hershey, PA
Sarah Chang, violin

Simon Keenlyside

Saturday, October 29 at 3:00 p.m.
Majestic Theatre

Apollo’s Fire Baroque Orchestra

Friday, October 28 at 8:00 p.m., Renée Hall

Handel and Vivaldi Fireworks

VIENNA NIGHTS

Saturday, January 21 at 8:00 p.m.
Dakota Theatre

The Mahler Project: Symphony No. 8

Saturday, February 4 at 8:00 p.m.
Shrine Auditorium

ADELE

New York Philharmonic

Tuesday, May 8 at 8:00 p.m.
Brenner & Heilbrunn Concert Hall

War Horse

Friday, June 15 at 8:00 p.m.
Ahmanson Theatre

BEETHOVEN’S NINTH

LA PHILHARMONIC

Tuesday, July 10 at 8:00 p.m.
Hollywood Bowl
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 would like to salute some of our sponsors:

**CORPORATE SPONSORS**

In following with KUSC’s tradition to co-sponsor great classical events 2012-13 will include some of the following organizations:

- September—Pacific Symphony
- October—The Broad Stage and UCLA Live
- November—Los Angeles Chamber Orchestra
- January—Long Beach Symphony Orchestra

Check our website at www.kusc.org for all classic event updates.

**A SAMPLING OF SCHEDULED 2012-13 CLASSIC EVENTS**

For information on becoming a KUSC sponsor, contact Abe Shefa, General Sales Manager and Director of Corporate Affairs at 213-225-7450 or ashefa@kusc.org
KUSC IN SAN FRANCISCO

Continuing Classical KUSC’s series of rich cultural tours, KUSC announcer Brian Lauritzen and Minnie Prince, Director of Major Gifts traveled to beautiful San Francisco, California with eighteen exciting KUSC members to experience some of the special things that make San Francisco one of the world’s greatest and most beautiful cities. Their home for the three nights was the luxurious Huntington Hotel on Nob Hill, one of Travel & Leisure’s Top 500 hotels in the world.

Participants attended two operas at the world famous San Francisco Opera in classic productions of Bizet’s Carmen and Puccini’s last masterpiece, Turandot. And they were on hand to help San Francisco Symphony celebrate its 100th anniversary season with a performance of Brahms’ monumental German Requiem, conducted by Michael Tilson Thomas.

There was even more to this great weekend: members took an excursion to Napa Valley to visit a renowned winery that also boasts a world-class art collection The Hess Collection; they also enjoy lunch at Redd in Yountville, a Michelin-starred restaurant. They also took in two distinctive museums the California Academy of Science in its fabulous new building in Golden Gate Park and the Asian Art Museum located across from City Hall, which host perhaps the greatest collection of Asian art outside of Asia.
During the spring of 2012, KUSC announcer Alan Chapman and Director of Major Gifts Minnie Prince accompanied 25 exuberant KUSC members on an exciting 10-day, culture-filled odyssey tour across the heart of northern Italy. They were surrounded by masterpieces of Italian art and enjoyed wonderful meals at top restaurants in the city and countryside; they had tastings of the local wines, cheeses and proscuittos. And of course the tour was highlighted by opera, with performances at Florence’s Teatro Comunale, the small gem of the Teatro Luciano Pavarotti in Modena and the most famous opera house in the world, Milan’s famed La Scala.

The tour began in the charming town of Reggio Emilia. From there they visited Verdi country, the towns and countryside where the great composer (and great man) passed most of his life, and saw one of his great creations, La Traviata, in Modena. Then it was on to Florence, a city unrivaled in the West as a treasure of art and architecture, and a favored stop on The Grand Tour for centuries. Guided by experts, they visited several of the great monuments of the city and attend a performance of Donizetti’s Anna Bolena. On the way to Florence, they stopped for a tour of Puccini’s villa in Torre del Lago, where none other than the Maestro’s niece and only surviving heir, Simonetta Puccini, was their personal guide. The journey ended in the great city of Milan, with a performance of a legendary production of Mozart’s Marriage of Figaro at La Scala. And to top it off, a visit to Leonardo’s great Last Supper in the refectory of Santa Maria delle Grazie.

Keep listening to KUSC or visit www.kusc.org for information on our next exciting member tour!
## Music Education

KUSC.org continues to host The Creative Kids Interactive modules, "Scheherazade Interactive: Learning About Symphonic Music", "Brahms in 1890s Vienna: Learning About Chamber Music," and Hansel and Gretel (which won an interactive Media Awards “Best in Class” in 2010) can be accessed by logging on to kusc.org and clicking on classical kids.

## KUSC and The Hollywood Bowl

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

Our first hosted evening began on Tuesday, July 10th with **Beethoven’s 9th**, conducted by Leonard Slatkin. The series concluded on Tuesday, September 4th with **Three Russian Masters** Krzysztof Urbariski conducting.

KUSC will once again broadcast 10 concerts from this summer’s Bowl season during 2012.

## KUSC and MusicUNTOLD

Classical KUSC has continued to support MusicUNTOLD a non-profit arts education organization that promotes the arts through education, performance, exhibitions, and community outreach opportunities. Founded by John Malveaux in 2009 as the production branch of the Long Beach Central Area Association, MusicUNTOLD works with community partners in order to make art accessible to all.

February 20, 2012 KUSC aired a special on Composers, Conductors & Performers of African Descent featuring works by **Le Chevalier de Saint-Georges: String Quartets, Opus 14; Apollon Quartet; Avenira AV 276011 (2005)**

In lieu of their annual JUNETEENTH celebration, MusicUNTOLD, KUSC Classical Radio 91.5 FM and The Colburn Foundation presented the 150th Anniversary EMANCIPATION PROCLAMATION Concert on September 22nd, at the AT&T Center Theatre/Auditorium in Los Angeles.

KUSC continues to support community arts organizations that bring classical music to new audiences.
Website Updates

Since launching a redesigned website in late June 2011, the goal has been to improve the user experience by providing quick and easy access to information about KUSC. Information most researched includes playlists, program schedules, host bios, concert listings, podcasts, online listening options and membership information. Links to this information have been placed at the top of each page to allow better access. As a result of the redesigned website, the number of pages viewed at KUSC.ORG increased by 21% and time spent on the website tripled.

Use of Social Media

KUSC also increased its presence on social media platforms by posting daily program updates and behind the scenes photos and sharing insights into the world of classical music and the arts on Facebook and Twitter. KUSC now has over 5800 Facebook likes and 4700 Twitter followers.

iPhone and Android Apps

In July 2011 KUSC released a new version of its popular iPhone app. The new app includes a more reliable player as well as a Donate Now button. In April 2012, KUSC released an app for Android phones. The app has been installed on over 750 phones in the first three months of its release.

iHeartRadio

February 2012 KUSC began streaming on iHeartRadio, Clear Channel Media and Entertainment’s free, industry-leading digital radio service that offers more than 800 broadcast and digital-only radio stations from 150 cities. iHeartRadio is available to consumers through the Web, mobile devices and automobiles and is the number one free broadcast radio app on the iPhone and Android.

Performing Arts LIVE

Classical KUSC partnered with Performing Arts LIVE to greatly expand the events listing information available on the KUSC website. Under the arrangement, Performing Arts LIVE provides updated classical music event information from its database to Classical KUSC for display on KUSC’s online concert calendar. Performing Arts LIVE maintains the most comprehensive online directory of theater, dance and classical music event data in Southern California.

KUSC Podcast via Stitcher

As of May 2012, KUSC podcasts are available via Stitcher, the leader in Internet Radio for the world beyond music. Stitcher delivers the latest news, politics, sports, business and entertainment on-demand to listeners on their mobile phones. The Stitcher app has been downloaded over 5 million times and offers programming from thousands of content providers including NPR, Fox and CNN. Stitcher is available for iPhone, Android and iPad and is being integrated directly into new Ford and GM vehicles.
Development

In 2011-12, 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 75% of the station's operating budget.

We've all had to endure a tough economic climate however, Thanks to the support of KUSC members, our membership continues to grow at a steady pace. Last year was the first year that KUSC exceeded more than 40,000 members in the station’s history.

We are very humbled by the generous support of our listeners who in spite of their individual financial situations, continue to support the station because they believe in the service that KUSC provides. And through their continued support they will ensure that classical music has a place on the radio.

Thank you!

KUSC’s Membership Database

Due to growth of KUSC’s membership, it became necessary last year to convert to a database that would provide the best enhanced tools and customer service options to better service our members. KUSC also needed an expandable system that could assist in the continued growth of future members.

Our membership department was fortunate to be able to convert more than 200,000 donor records and over one million payment transactions to our new database, Team Approach (TA).

TA is used by several public radio and television stations as well as many national membership groups throughout the country. Thanks to the capabilities within TA, KUSC has become more automated in processes which previously was managed manually. This has allowed staff to be able to focus on our continued effort of providing service to our membership base.

KUSC Membership Drives

Some listeners and members may complain about our on-air membership drives however, they are extremely necessary in keeping the music alive on KUSC. At KUSC we work very hard to keep the number of days planned for our annual on-air drives to less than 30 days. On-air pledge drives are the most cost-effective way for KUSC to raise money as well as the single best way to reach our listening audience.

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 gas guzzling vehicles that don't work. We will happily will take any vehicle. Log onto our website at www.kusc.org and clicking on to membership and then car donation.
BEETHOVEN BOBBLEHEAD VISITS KUSC DURING
SPRING 2012 MEMBERSHIP DRIVE

On the last day of our Spring 2012 membership drive, over 65,000 KUSC listeners/members received an email blast from our very own Beethoven bobble head, who paid a visit to KUSC to not only help staff celebrate the final day of drive, but also kicked off the Beethoven Bash! With the help of our Beethoven replica we were able to obtain 1045 pledges and one lucky KUSC listener won the announcer autographed bobble head during an on-air sweepstakes the last day of the drive. See Beethoven's KUSC picture journey!
Volunteers have been an essential part of Classical KUSC. For more than a quarter century, many of you have contributed significantly to KUSC’s success by answering phones during our on-air fund drives, helping to distribute member thank you gifts, helping out in our music library, and providing a wide variety of other tasks too, numerable to list here. KUSC would like to thank you for providing over a decade of service, willing volunteering your time and energy to help Classical KUSC keep the music alive. Your efforts valuably assisted in KUSC’s mission to make classical music and the arts a more important part of more people’s lives.

**We Thank You!**

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If you are interested in learning about volunteer opportunities at KUSC, send us email and indicate your preferred availability at volunteers@kusc.org.
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 2011-12 fiscal year.

(List includes members as of August 2012)

**President's Gold ($25,000 +)**
- Anonymous (2)
- Audrey Steele Burnand
- Colburn Foundation
- Arthur J. Geoffrion and Herman H. Hamer Memorial Fund
- Ronus Foundation

**President's Circle ($10,000—$24,999)**
- Anonymous (5)
- Louise Grant Garland
- Dorothy and Allan Jonas
- Christine Marie Ofiesh
- The Norris Foundation

**General Manager's Circle ($5,000—$9,999)**
- Anonymous (8)
- 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
- Alan Wood
Producer’s Circle ($2,500-$4,999)

Anonymous (45)                      Louise D. Kasch                      Phyllis M. Rideout, PhD
Roberta and Howard Ahmanson           Linda and William Krantz            Dirk Robinson
Robert and Melissa Alvarado           John Kusmiersky                    The Ruby Family Foundation
Gwen and Guilford Babcock             Sharon Labovitz                     Sally and Bill Rutter
Brenda and Bill Barnes                Laura Lawrence, Dancing Threads      Charles Ryjacek
George and Karen Bayz                 Michael Leppen                      Alexander & Mariette Sawchuk
Eve Bernstein                         Barbara and Gerald Levey             Warren & Katharine Schlinger
Gerald Betzen                         Karl H. Loring                      Claire and Dr. Charlie Shaeffer
Howard Bryden                         Sharon and Daniel Lowenstein        William E. B. Siart
Keith and Carole Campbell             Royd Mahowald                       Deanne and Bill Simon
S.L. Curtis                           Sarah and Peter Mandell             Professor Judy & Dr. William Sloan
Leslie and John Dorman                Estelle Markowitz                   Max Stolz, Jr.
Anita Goswami and Tom Wilson          Tom and Anne McKerr                  Stephen and Barbara Straub
Donald P. Gould                       Armine and Vahe Meghrouni            Joseph and Linda Svehla
Felix and Beverly Grossman            Kenneth and Linda Millman            David Takata
Donald Gumpertz                       Jan Miller                           Don and Betsy Tarbell
Frances Hamilton White Donor Advised Fund at the Rancho Santa Fe Foundation Mr. and Mrs. Bengt Muthen The David William Upham Foundation
Mr. and Mrs. Bobby K. Hanada           Audrey and Courtney Moe              Craig & Junior Vickers
Renu Bhat-Hansen and Alex Hansen      Mr. and Mrs. Bengt Muthen              Robert Voit
Christine P. and William R. Harper    James Newton Howard                  Beatrice Volper
Martha Harris and Morgan Lyons        Neuhauser Family Foundation          Bob and Judy Waller
John Haut                              Ruth Nourafchan                      Walton Ave Foundation
Miriam Hoover                         Michael R. Oppenheim                 Martha Welborne
Charlotte Hughes & Christopher Combs  Jean Oppenheimer                      The Don Yoder Foundation
Barbara Jury                           Ornest Family Foundation             Marilyn Ziering
Mark Kadzielski, Esq.                 Peggy Phelps                         }

To learn more about the KUSC Leadership Circle,
Contact Minnie Prince, Director of Major Gifts, 213-225-7534 or mprince@kusc.org or log on to www.kusc.org and click on the Membership Tab.
Planned gifts play an important role in building KUSC’s endowment and ensuring that classical music has a strong and vibrant future in Southern California.

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*. 

Anonymous (58)
Dr. Barbara Ackermann, LCSW
Carleen Anderson
Barbara & Jerry Andes
Nancy & Jim Bailey
Christopher D. Baker
Brenda & Bill Barnes
Charles N. Baron
Terry S. Bateman
Allen Belkind
Herbert M. Berk

William J. Bryan
Mrs. H.W. Bunger
Jeremiah & Raun Burnham
Bobbi Chifos
Mary A. Chubb
Dr. Owen G. Clayton
Caroline DeMar
Jeff & Theresa Ferguson
Delaine Flacy
Nancy Coleman-Frank
Bonnie Franklin
Jeanette Fraser
Ronald Fried
E. Peter & Thea S. Gabor
John & Peggy Garvey
Mr. & Mrs. Howard Goetzman
Meredith Goodwin
Donald P. Gould

David Grant
Mary C. Grant
Barbara Grenell
Heinz Hanau
Rod & Nancy Harvey
Robert S. Helfman
Scott Henderson & Martin Bray
Annette Hochfeld
Terrence Joseph Hughes
Barbara Jury
Trudy & Len Kapner
Aleck Karis
Steven Katz
Nick J. Labeled
Sherry & Don Lafler
Belina Lee Lazzar
Dennis & Kathleen Lees

List continued on next page
Creating A Legacy of Music

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.

Let us know if you need additional information by contacting Minnie Prince, Director of Major Gifts at 213-225-7534 or mprince@kusc.org.

*List as of 9/1/12
USC Radio Board of Councilors

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 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, and is a member of the board of trustees for Flintridge Preparatory School in La Canada, California.

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. 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 16-acre civic park. Recently, she was also the Project Director of an initiative that led to the creation of Los Angeles County’s Metro Rapid bus, one of the most successful new transit systems in the County. 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.

Thomas S. Sayles

Senior Vice President for University Relations for the University of Southern California. He provides strategic direction and leadership for USC’s public relations, outreach and reputation. He was appointed by Los Angeles Mayor Antonio Villaraigosa to serve on the governing board of the Los Angeles Department of Water and Power. He has also been appointed by three different California governors to serve on boards and commissions, including the University of California Board of Regents, the California Community Colleges Board of Trustees and the Commission on building for the 21st Century. He is currently a member of the board of directors of Unified Grocers, the largest buying cooperative for independent grocers in the Western United States.

Lee Walcott

## On Air-Announcers

### Dennis Bartel
**Monday-Fridays 5-9 am**

Dennis Bartel is a thirty-year veteran broadcaster, having served in Washington, D.C., where among his duties he assumed the role of opera host from Paul Hume upon the legendary music critic’s retirement; in Baltimore, where he was founding program director for WJHU; 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. In the summer of 1984, returned to KUSC to produce the station’s nightly coverage of the Olympic Arts Festival. He is also an accomplished writer, having published hundreds of articles, stories and essays with such enterprises as Harper’s, Time-Life, Doubleday, and others, on a rainbow of subjects ranging from Israel to Parisian cemeteries; a pagan farm to maple syrup farming; a celebrated abortion trial to homelessness; and Sikh ashrams to contract killers for which he won a press club award for investigative journalism. He has also written extensively on music - as a national columnist and for several major orchestras. His award-winning book of short stories *Voyeurs* was published in 2006. Dennis and his wife Erin are parents to four young children.

### Rich Capparela
**Monday-Fridays 4-7 pm**

In 1972 an employment counselor asked Rich Capparela, “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. Capparela announces concert broadcasts in Southern California for the Pacific Symphony Orchestra, and the New West Symphony. His recording company, Cardiff Studios, produces commercials and programming for U.S. arts organizations, including the Chicago Symphony Orchestra and the Indianapolis Symphony Orchestra. One of Rich’s secret passions has reemerged within the past few years. He is once again active as a lead singer and guitarist with a four-piece cover rock band, Otherwise Normal. His other interests include the deep blue sea. He’s been a scuba instructor and has conducted tours to the Caribbean and the Fiji Islands. He’s also tried his hand at skydiving. Rich and his wife Marcia, a private school administrator, live in Santa Monica, California.

### Alan Chapman
**Monday-Fridays 9-1 pm**

After receiving his undergraduate degree from the Massachusetts Institute of Technology, he earned a Ph.D. in music theory from Yale University. He is currently a member of the music theory faculty of the Colburn Conservatory. He was a longtime member of the music faculty at Occidental College and has also been a visiting professor at UCLA and UC Santa Barbara. 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. He is heard globally as programmer and host of the in-flight classical channel on Delta Airlines. Alan is also active as a composer/lyricist. His children’s opera Les Moose: The Operatic Adventures of Rocky and Bullwinkle was commissioned by LA Opera for its 1997-98 season. Alan frequently appears in cabaret evenings with his wife, soprano Karen Benjamin. They made their Carnegie Hall debut in 2000 and performed at Lincoln Center in 2006.

### Brian Lauritzen
**Monday-Fridays 1-4 pm**

Brian Lauritzen is the producer and host of Classical KUSC’s nationwide concert broadcasts of the Los Angeles Philharmonic as well as KUSC’s weekly arts magazine Arts Alive and the early music program Baroque & Beyond. Additionally, Brian writes and produces features for KUSC’s more than 50 concert broadcasts each year including the Los Angeles Philharmonic, Los Angeles Opera, Los Angeles Chamber Orchestra, Los Angeles Master Chorale, and Piano Spheres. His work as part of these series 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, Placido Domingo, John Adams, and many others. Brian is also the host of several critically acclaimed podcasts: Behind the Curtain at LA Opera, the LA Chamber Orchestra podcasts, and Concrete Voices—real stories from the streets of Hollywood. He got his start in classical radio at WSMC in Chattanooga, Tennessee, where he served as Head Announcer and Music Director.
Although Jim Svejda 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. He is the host and producer of the syndicated radio series The Record Shelf, which is carried by public radio stations across the nation. Locally, it's broadcast Sunday evenings, from 7-8PM (repeating Saturday evenings from 9-10PM). His weeknight evening program may be heard on Classical KUSC from 7 pm to midnight, always commencing with his signature opening, the third movement of Martinu’s Piano Quartet #1.

Gail Eichenthal is Executive Producer of Arts Programming. After an absence of sixteen years, during which she pursued a broadcast news career, Gail rejoined the KUSC staff in 2005 after more or less "growing up" at the station in the 1970’s and ‘80’s. She began her association with KUSC as an intern in 1976, joining the staff the following year, working variously as on-air host, editor, documentary and concert series producer, and longtime host of the LA Philharmonic national radio broadcasts. She began her association with the LA Phil series in 1978, thus becoming the first woman to host the radio broadcasts of a major American orchestra. Gail handed the LA Phil baton (well, microphone) over to KUSC colleague Brian Lauritzen in 2008. From 1994-2005, Gail was a staff news reporter and news anchor at KNX-AM, the CBS News station in Los Angeles. There, she picked up 13 Golden Mikes, the Bill Stout Enterprise Award, and other regional and national honors. In television, Ms. Eichenthal worked in the Los Angeles area as a freelancer for KCET, KCOP and KTLA, hosting various programs on the arts and serving as booth announcer. In addition to her work in radio, Ms. Eichenthal is also a published writer. Her articles have appeared in the Los Angeles Times Magazine, the Times Calendar section, and in Symphony Magazine.

Jamie Paisley is host on KUSC from 1-4pm on Sundays 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. There, he hosted WICB's longest running program. As a performer, Jamie has sung on the main stage of Chicago’s House of Blues, across Ireland, on NBC and most recently, at the Harmony Sweepstakes national a cappella competition in San Francisco. In his spare time, Jamie can usually be found at the New Beverly or Aero Cinemas indulging his other love: film.
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ADMINISTRATION

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CRAIG SAUNDERS
Computer Services Engineer

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Director of Compliance

STEVE COGHIL
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SHAUNA DER
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KELSEY MCCONNELL
Production Manager

PROGRAMMING

MARK HATWAN
Recording Technician

KATIE MCMURRAN
Associate Producer
The majority of Classical KUSC’s funding comes from (75%) membership revenue. Classical 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.
The two most important activities for Classical KUSC are creating and broadcasting classical music programming. Together, programming and engineering comprised 56% of KUSC’s operating budget during FY 2011-12. Development/membership expenses comprised 26% of the budget. Administrative and Underwriting expenses made up the remaining 18% of the operating budget.