Classical KUSC is the nation’s largest Classical music station
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Our Mission
To make classical music and the arts a more important part of more people’s lives by presenting high quality classical music programming, and by producing and presenting programming featuring the arts and culture of Southern California.
At Classical KUSC, we do more than just play music because we know that people turn to classical music when they’re looking for inspiration or need a moment of peace. We hand-pick the greatest performances of music that has survived the test of time to transport listeners, making it easier for them to concentrate at work and less frustrating to drive through traffic, or enhancing any activity by giving it a grand and beautiful soundtrack.

* Source: PPM February 2014 6+, includes San Luis Obispo, Santa Barbara, Palm Springs, Thousand Oaks and parts of San Diego
Classical KUSC hosts are guides in musical discovery throughout the day, offering tidbits of information about the music, composers and musicians. Plus KUSC hosts keep you in the know when it comes to events around Southern California or important happenings in the world of classical music and the arts. All free with easy access at the push of a button.

“You are playing some pantheons of classical music. Such a remarkable and inspiring way to start a Monday morning.” – Dede M.
Listeners

Classical KUSC listeners index above the market average of 100 in several desirable qualitative categories.

Source: Los Angeles Metro Survey Area, Scarborough Feb 2015-Jan 2016, Adults 18+

Make your marketing dollars count by reaching well educated and affluent individuals who are movers and shakers in their industries.

“I can’t begin to tell you how much KUSC enlivens and enriches my life.” – Dana W.
What are your impressions about businesses or foundations that sponsor programming on your local public radio station?

- **% Positive (net):** 75%
- **% Neutral (net):** 15%
- **% Negative (net):** 16%
- **% No Opinion (net):** 6%

When price and quality are equal, I prefer to buy products from businesses that support public radio.

- **Don't Know:** 15%
- **Disagree Strongly:** 3%
- **Disagree:** 18%
- **Agree:** 48%
- **Agree Strongly:** 17%

Classical KUSC’s loyal listeners value the importance of supporting underwriters

Classical KUSC’s passionate audience supports those sponsors who help keep Classical music alive in their community

“*The world is so much more beautiful and less empty when I’m listening to KUSC.*” – Claire P.

Source: 2010 NPR Audience Perceptions of Corporate Sponsorship on Public Radio
Community

KUSC announcers frequently give pre-concert talks around town

Join KUSC at the next reception with arts partners

Get involved with KUSC and the arts community

Classical KUSC is the link to arts and culture for Southern Californians. Our listeners index above the market average of 100 in attending arts and culture events.

<table>
<thead>
<tr>
<th>Event</th>
<th>Target Persons</th>
<th>Station Percentage</th>
<th>Target Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Art museum</td>
<td>112,000</td>
<td>17.7%</td>
<td>137</td>
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<tr>
<td>Symphony, concert, etc</td>
<td>122,520</td>
<td>19.3%</td>
<td>276</td>
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<tr>
<td>Dance or ballet performance</td>
<td>56,608</td>
<td>8.9%</td>
<td>207</td>
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</tbody>
</table>

Source: Los Angeles Metro Survey Area, Scarborough February 2015-January 2016, Adults 18+

“We are all graced with your presence in this universe which seems so twisted sometimes … but it is such a profound feeling listening to you sharing such positive energies. Thank you!” – Claudia G.
Reach Classical KUSC listeners online

Online

Stream KUSC online at kusc.org

Check out the KUSC podcasts with interviews of celebrated artists like Yo-Yo Ma

KUSC brings arts news to you on Saturdays at 8 a.m.

Classical KUSC is online:
An active and vibrant community of listeners stream programming, listen to podcasts and partake in social media activities at kusc.org.

<table>
<thead>
<tr>
<th>KUSC.ORG</th>
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<tbody>
<tr>
<td>Monthly Page Views</td>
<td>220,257</td>
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<td>Twitter</td>
<td>10,000+</td>
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<tr>
<td>Facebook</td>
<td>30,000+</td>
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</tbody>
</table>

“I listen to your station ALL day long using whatever media I can, including in the car and streaming online at work!” – Stephen G.

Source: Google Analytics / Stream Guys Analyzer Tool 2016
Classical KUSC provides the perfect score - start your marketing campaign on KUSC now

Place your marketing message along side like-minded sponsors on Classical KUSC

Support for Classical KUSC comes from its members and from your Southern California Lexus Dealer. All-new LX now available for a test drive at your local Lexus dealer. Online at Lexus.com

Support for Classical KUSC comes from City National Bank. City National's blue ladder represents the way up for Californians, their business and personal financial needs. At cnb.com.

“Our media campaign on KUSC is very effective in reaching Lexus buyers. It’s been a success!” - Karen Owens, Media Supervisor Zenith Media for the Southern California Lexus Dealers Association
List of Clients on KUSC
Support for KUSC comes from Save Our Water, a statewide program designed to help Californians reduce their everyday use of water. Reminding listeners to plant drought-tolerant this spring. Inspiration and tips at saveourwater.com.

Support for Classical KUSC comes from SolarCity, helping Southern California homeowners switch to clean, solar power. SolarCity custom-designs solar systems to fit home and financial goals. More at solarcity.com

Support for Classical KUSC is provided by the State of California, issuing 4 billion dollars in bonds, an opportunity for these tough times. More information about these bonds at BuyCaliforniaBonds.com.

Support for KUSC comes from Save Our Water, a statewide program designed to help Californians reduce their everyday use of water. Reminding listeners to plant drought-tolerant this spring. Inspiration and tips at saveourwater.com.

Support for Classical KUSC comes from SolarCity, helping Southern California homeowners switch to clean, solar power. SolarCity custom-designs solar systems to fit home and financial goals. More at solarcity.com

Abe Shefa
General Sales Manager and
Director of Corporate Affairs
(213) 225-7450
ashefa@kusc.org