Listener Supported Classical Public Radio
Part of the USC Radio Group

Fueling the Creative Culture and Economy of the Southern California Arts Ecosystem

Summer – Fall 2017
KUSC = RADIO = POWER OF SOUND = R.O.I.

THE POWER OF RADIO = THE POWER OF SOUND
RADIO IS THE LARGEST REACH MEDIUM IN LOS ANGELES

- RADIO Reaches 93.7% of Los Angeles Metro Adults 18+ EVERY week
  - 93.7% - Radio
  - 87.8% - Broadcast television
  - 80.3% - Internet
  - 54.7% - Prime-time Cable TV
  - 21.2% - Pandora
  - 10.2% - Satellite radio
  - 43.7% - Print or Online Newspaper

- Radio is audio, audio is the Power of SOUND, and sound creates emotion, recall, retention, and “goose-bump” calls-to-action from a relevant setting and messaging environment

- Radio delivers a $6:1 Return on Investment – better than digital, better than TV, consistently strong across business categories

* Source: Scarborough, R2 2016 Los Angeles Metro, Adults 18+.  
* Source: Nielsen Catalina Solutions 2014
# Multi-Platform Reach Across Southern California

## KUSC Distribution:

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>91.5 FM</td>
<td>Los Angeles</td>
</tr>
<tr>
<td>93.7 FM</td>
<td>Santa Barbara</td>
</tr>
<tr>
<td>99.7 FM</td>
<td>San Luis Obispo</td>
</tr>
<tr>
<td>88.5 FM</td>
<td>Palm Springs</td>
</tr>
<tr>
<td>91.1 FM</td>
<td>Thousand Oaks</td>
</tr>
</tbody>
</table>

## KUSC.org

- KUSC Mobile App

## Classical KUSC Is...:

### Multi-platform:
- 5 FM radio frequencies, website and mobile app – available in cars, at home, at work, and on tablets, smart phones, wearables, desktops and laptops

### Covering Southern California and the Central Coast:
- Covering 8 counties from SLO to Mexico

### Over 800,000 weekly listeners, 43,000+ opt-in email subscribers, and 220,000+ monthly page views at kusc.org

### Part of the USC Radio Group
- Classical Public Radio delivering over 1 million listeners across Northern and Southern California

### Local Programming with Universal Appeal

### Relationships and Access:
- With Listeners and the Arts community

---

Sources: Nielsen Audio LA & SF MSA’s Jan-Dec 2016, 6+ and 18+ weekly cume/comp., Scarborough R2 2016 Aug15-Jul16 P18+, Google Analytics/Triton and Webcast Metrics
MUSIC AND MISSION

Format:
Classical Public Radio – Non Commercial/Listener Supported + Underwriting/Sponsorship

Music:
Primary focus on Baroque, Classical, and Romantic Eras: 17th Century to Early 20th Century
• Remainder is late 19th- 20th Century Melodic pieces, Vocal, Contemporary and Movie Music

Status:
KUSC is the nation’s LARGEST Classical music station, delivering a coveted, highly educated and engaged, culturally active audience and community

Classical KUSC’s 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

...The influential LEADERS, THINKERS, and ACHIEVERS that fuel Southern California's creative culture and economy
COMMUNITY AND ARTS ECOSYSTEM

KUSC RADIO COMMUNITY

42,000 Members/Donors

$5 Million+ in annual listener support

777,160 weekly listeners on FM signals
  - From San Luis Obispo to Mexico!
  - A balanced audience across age groups
  - 75,000 per week are “Kids” aged 6-17!

- 148,000 monthly unique streaming listeners
- 58,000 monthly unique visitors to websites
- 40,000 email opt-in database members

Over 300 different Arts Groups, Museums, Performances and Festivals have been showcased with Classical KUSC’s on-air and digital platforms

Education, Outreach, and Broadcast Partnerships:
KUSC Instrument Drive
KUSC Kids Discovery Days
Arts Alive
USC’s Thornton School of Music
Metropolitan Opera

LA ARTS ECOSYSTEM

800+ Arts Organizations

Symphony Orchestras, Theatre Groups, Operas, Museums, Vocal and Choir Groups, Dance and Ballet Companies

Nearly 1 in 4 are MUSIC Organizations

15.5 Million annual attendees

Sources: Nielsen Audio LA MSA Jan-Dec 2016, 6+ and 18+ weekly cume/comp., Scarborough R2 2016 Aug15-Jul16 P18+, Google Analytics/Triton and Webcast Metrics
CLASSICAL KUSC – LISTENERS

Classical KUSC’s appeal is broad and diverse: From those whose knowledge is limited but passion for the music and daily usage is significant, to those with extensive classical musical experience, knowledge and passion. **An advanced education is the common and consistent thread through the KUSC Radio audience:**

### 40 to 50-Something Women - “Mozart Moms”
- College educated, likely played a musical instrument in youth, now typically employed in a supervisor or managerial capacity
- A sophisticated woman who leads a busy, often time starved life: Has high school or college aged kids
- Has great passion for the music without extensive depth of knowledge - believes in the value and benefits of Classical Music
- Typically attends arts performances or museums 2-3x per year, with primary “participation” via the radio/KUSC

### 50 to 60-Something Men - “Executive Dads”
- College educated, a “Corner Office Guy”, typically leading a team or a department - in peak earning years
- Attends local sporting events, likely watches and listens to events on TV and the Radio...in addition to KUSC
- Knowledge of Classical Music is a hobby, enjoys the companionship of listening at work and the facts/ history of the music
- Periodically attends performances or arts venues, relying primarily on access provided by KUSC

### “Culture Vultures” – Adults 25 and Up!
- College Educated, likely with an advanced education and degree
- Frequent and often obsessive consumers of the arts and cultural events
- Loves art, music, movies, and dance - all forms of culture so much that they stay abreast of and consume it almost indiscriminately
- Possess and display eclectic styles and tastes
CLASSICAL KUSC – LISTENERS

40 to 60-Something Women- “Arts Enthusiasts“
- College or an advanced college degree
- Employed in occupations that “give back”: Teacher, Non Profit Organization, Fundraiser, Counselor, Social Work
- The arts are a significant part of their life, with painting and arts/crafts/fairs as hobbies
- Passion for the music more important than knowledge, and has the time and money to regularly attend performances and museums

45-69 Year Old - “Engineer Guys”
- College educated men crossing both the Gen X and Boomer demographics
- Love the complexity of classical music, approach it “analytically”
- Active listener with strong opinions and tastes, attends performances often and is passionate about the musicianship and the mechanics of the performance

70+Women and Men – “Institutional Guardians”
- Pre-boomer (“Silent” or “Pre-War”) generation, with classical music part of their upbringing
- College educated, retired or consulting/serving on boards, “worldly” as a result of travel/life experiences
- Heavy listeners, they feel disenfranchised by contemporary radio and other music platforms, enjoy the companionship of the station and have the strongest affinity with the on-air Hosts
- Regularly attend performances and museums - have both the time and the money
CLASSICAL KUSC – LISTENERS

Mozart Moms

Culture Vultures

Executive Dads

Engineer Guys

Arts Enthusiasts

Institutional Guardians
# Broadcast and Digital Audience

## KUSC Broadcast - 5 FM's

<table>
<thead>
<tr>
<th>Weekly Listeners:</th>
<th>777,160</th>
</tr>
</thead>
<tbody>
<tr>
<td>Median Age:</td>
<td>53</td>
</tr>
<tr>
<td><strong>Ethnic Comp:</strong></td>
<td></td>
</tr>
<tr>
<td>White/Other</td>
<td>67%</td>
</tr>
<tr>
<td>Asian</td>
<td>10%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>19%</td>
</tr>
<tr>
<td>African-American</td>
<td>4%</td>
</tr>
<tr>
<td><strong>Gender:</strong></td>
<td></td>
</tr>
<tr>
<td>Male:</td>
<td>51%</td>
</tr>
<tr>
<td>Female:</td>
<td>49%</td>
</tr>
<tr>
<td><strong>Audience Comp:</strong></td>
<td></td>
</tr>
<tr>
<td>P6-17</td>
<td>10%</td>
</tr>
<tr>
<td>P18-24</td>
<td>6%</td>
</tr>
<tr>
<td>P25-34</td>
<td>15%</td>
</tr>
<tr>
<td>P35-44</td>
<td>13%</td>
</tr>
<tr>
<td>P45-54</td>
<td>13%</td>
</tr>
<tr>
<td>P55-64</td>
<td>16%</td>
</tr>
<tr>
<td>P65-74</td>
<td>13%</td>
</tr>
<tr>
<td>P75+</td>
<td>14%</td>
</tr>
</tbody>
</table>

## KUSC Digital

<table>
<thead>
<tr>
<th>Mo. Page Views:</th>
<th>235,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unique Visitors:</td>
<td>58,000</td>
</tr>
<tr>
<td>Mo. Streaming Uniques:</td>
<td>148,000</td>
</tr>
<tr>
<td>Mo. Streaming Listening Hours:</td>
<td>1,106,000</td>
</tr>
<tr>
<td>Email database/members:</td>
<td>40,000</td>
</tr>
<tr>
<td>Facebook:</td>
<td>46,198</td>
</tr>
</tbody>
</table>

Sources: Nielsen Audio LA MSA’s Jan-Dec 2016, 6+ and 18+ weekly cume/comp., Scarborough R2 2016 Aug15-Jul16 P18+, Google Analytics/Triton and Webcast Metrics
### KUSC Listeners Are...

**Educated, Influential, Affluent, Engaged, and with Diverse Interests...**

<table>
<thead>
<tr>
<th>Educated</th>
<th>% of KUSC 18+ Audience</th>
<th>Index (Mrkt=100; 112 = 12% more likely)</th>
</tr>
</thead>
<tbody>
<tr>
<td>College Degree or More</td>
<td>477,853</td>
<td>73%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Affluent</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>HH Income $100K+</td>
<td>213,061</td>
<td>33%</td>
</tr>
<tr>
<td>Own Home</td>
<td>414,594</td>
<td>64%</td>
</tr>
<tr>
<td>Mkt Value Home $1 Million+</td>
<td>100,683</td>
<td>16%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><em>Gives Back</em>/Philanthropic (past 12 months)</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Gave $$ to Organization</td>
<td>503,893</td>
<td>77%</td>
</tr>
<tr>
<td>Performed Volunteer Work</td>
<td>171,443</td>
<td>26%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Active (past 12 months)</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Aerobics</td>
<td>104,160</td>
<td>16%</td>
</tr>
<tr>
<td>Swimming</td>
<td>213,682</td>
<td>33%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Diverse Interests (attended past 12 months)</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Symphony Concert, Opera</td>
<td>93,871</td>
<td>15%</td>
</tr>
<tr>
<td>Museum</td>
<td>203,839</td>
<td>31%</td>
</tr>
<tr>
<td>Live Theater</td>
<td>148,600</td>
<td>23%</td>
</tr>
<tr>
<td>Ctry, Rock, Jazz/Blues concert</td>
<td>182,762</td>
<td>28%</td>
</tr>
<tr>
<td>Dance or Ballet Performance</td>
<td>57,936</td>
<td>10%</td>
</tr>
</tbody>
</table>

*Nielsen LA MSA, Scarborough R2 2016 P18+*
KUSC RELATIONSHIPS...

With Listeners and the Arts Community

KUSC On-Air Announcers have a unique, emotional bond with the KUSC audience – their connection with the listeners has recruited 43,000+ donors who contribute over $5 million annually to content they get for FREE!

Shared-goal partnerships with the 800+ symphonies, theatre groups, opera companies, museums, vocal/choir groups, dance and ballet companies that make up the Southern California ecosystem

Classical KUSC brings the Arts to the People...and the People TO The Arts!
On-Air Hosts

KUSC’s live and local Hosts are your guides in musical discovery throughout the day, offering compelling information about the music, composers, musicians, and cultural arts events throughout Southern California and the Central Coast.

KUSC’s contemporary presentation is lively yet casual, foreground yet comfortable, non-intrusive yet with great presence - Intended to inspire and calm, transport and transform, lift and comfort!
KUSC: EDUCATION AND OUTREACH

KUSC Instrument Drive
KUSC’s year-round effort to collect gently-used instruments and distribute them to kids, schools, and music programs in undeserved communities throughout Los Angeles and Southern California. During the 2016-2017 FY, KUSC and USC Radio Group sister-station KDFC collected and distributed 751 musical instruments in the Los Angeles and Bay Area Markets: 143 schools and 78,239 Students Impacted!

Kids Discovery Days
KUSC’s twice yearly, family-focused events are held at partner educational venues (Spring 2017 event @ Natural History Museum of Los Angeles) that are a destination for families/children. These interactive, get your “hands-on” events to add significance and immediacy to the KUSC Instrument Drive and feature vocal and musical performances from partner and local youth organizations, interactive and musical activities and workshops from partner arts groups, a live broadcast, and the KUSC Musical “Petting Zoo”!

Neighborhood Arts Spotlight (launching in Fall 2017)
The Southern California Arts Community boasts hundreds of organizations...music, theater, dance, visual arts, digital arts, and many that are breaking new ground in ways that are hard to classify! Many of these groups are small...with shoe-string budgets and limited resources, so their inspired and sometimes groundbreaking work often goes virtually unnoticed. The KUSC Neighborhood Arts Spotlight showcases nearly 100 of these groups annually across its Five (5) FM signals, digital, email, and social media assets.

Arts Alive
Arts Alive is KUSC’s weekly on air and digital podcast conversation about the creative communities of Southern California, featuring interviews with musicians, writers, artists, and filmmakers. To date, over 300 SoCal arts organizations have been profiled by Arts Alive.

USC’s Thornton School of Music – “Ask The Dean” Podcast
Rob Cutietta, dean of the Thornton School of Music at the University of Southern California, answers questions about music.

Moodles
A free mobile app created by the USC Radio Group’s New Media team that makes it fun and easy to create, record and share original music with friends — no real instruments or classes required. Kids can record a “musical doodle” on their computer or mobile device while “Moodles” animates it, turning music into the ultimate form of play while teaching kids about music composition, history, and listening. Created for kids 6-12, with social/sharing components expanding its reach across social platforms and generations, “Moodles” provides unfettered access to music/education regardless of geographic, socio-economic, or educational barriers.
WHY WORK WITH CLASSICAL

Massive, Multi-Platform Broadcast and Digital REACH Across Southern California

A Highly Educated, Influential and Engaged Audience
The LEADERS, THINKERS, and ACHIEVERS that fuel Southern California’s creative culture and economy

Cost Effective: Classical KUSC delivers “contextual” reach at “non NPR” investment/pricing - Listeners come to KUSC for only TWO (2) reasons:
1. Great Music
2. What’s Happening in the Arts Community

Creative – emotionally resonant, enriched 15 or 30-second messages to an engaged participant – vs. a dry read, 15-second “support” spot

Inspiration – a transformational environment of “goose-bumps” vs. “information” and news

Independent – your messages are one of a few (less than 2 minutes of sponsorship an hour) vs. one of MANY (12-16+ different sponsor messages per hour)

Social IMPACT – sponsoring KUSC provides support of, access to, and amplification for the hundreds of non-profit arts groups that enhance education initiatives and make Southern California a vibrant place to live and work

Scale and Perspective – Listener supported KUSC reaches more people in a week than the largest Arts organizations do in an entire season – KUSC is a VOICE for the Arts

Halo Effect “Credit” and Branding – KUSC provides amplification of your companies’ role in supporting the Arts ecosystem and making or community a better place to live and work

Educational Outreach – KUSC’s educational initiatives and broadcast/digital profiles of the Arts delivers on its mission to offer education and insight and produce programming featuring the arts and culture of Southern California
List of Clients on KUSC

- The Colburn School
- Laphil
- ScholarShare
- City of Hope
- The Weinstein Company
- Segerstrom Center for the Arts
- LA Opera
- Maravilla
- Lexus
- Cedars-Sinai
- Union Bank of California
- Triumph
- Caltech presents
- Hollywood Bowl
- Fox Searchlight
Contact

Shauna L. Der
Senior Account Executive
KUSC Radio
(213) 225-7452
sder@kusc.org