



Listener Supported Classical Public Radio

**Part of the USC Radio Group**

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

***2018***

# MULTI-PLATFORM REACH

## Across Southern California

### KUSC Distribution:

<b>91.5 FM</b>	Los Angeles
<b>93.7 FM</b>	Santa Barbara
<b>99.7 FM</b>	San Luis Obispo
<b>88.5 FM</b>	Palm Springs
<b>91.1 FM</b>	Thousand Oaks

kusc.org

**KUSC Mobile App**



### Non-Profit Classical KUSC:

**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 with 5 FMs** – Covering Los Angeles/Orange County, Santa Barbara, Palm Springs, Ventura County, and San Luis Obispo.

**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 2017, 6+ and 18+ weekly cume/comp.,*

*Scarborough R2 2017 Aug15-Jul16 P18+, Google Analytics/Triton and Webcast Metrics*

# MUSIC and MISSION

## Format:

**Classical Public Radio** – Non-Profit  
Listener Supported +  
Underwriting/Sponsorship

## Music:

Primary focus on Baroque, Classical, and Romantic Eras: 17<sup>th</sup> Century to Early 20<sup>th</sup> Century

- Remainder is late 19<sup>th</sup>- 20<sup>th</sup> 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

***...The influential LEADERS, THINKERS, and ACHIEVERS that fuel Southern California's creative culture and economy***

## 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*



# 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 2017 Aug15-Jul16 P18+, Google Analytics/Triton and Webcast Metrics*



***For more information on Classical KUSC including demographics,  
special features and sponsorship opportunities...***

***Please contact....***



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