

KUSC – LISTENERS

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 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

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

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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, 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

KUSC – LISTENERS



Mozart Moms



Culture Vultures

Executive Dads



Engineer Guys



Arts Enthusiasts



Institutional Guardians

Why Work With...KUSC

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: KUSC delivers “contextual” reach at “non NPR” pricing - *Listeners come to us for only TWO (2) reasons: Great, Classical Music and what's happening in the Arts Community*

Creative – emotionally resonant, musically 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 4 sponsorship messages 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 thousands 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 our communities better places to live and work

Educational Outreach – KUSC’s educational initiatives and broadcast/digital profiles of the Arts deliver our mission...

KUSC

Tim McClellan

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USC Radio Group

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