Listener Supported Classical Public Radio
Part of the USC Radio Group

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

Summer 2019
KUSC = RADIO = POWER of SOUND = R.O.I.

The Power of Radio = The Power of Sound

RADIO Is Southern California’s LARGEST REACH Medium

91.3% of all L.A. Metro Area Adults 18+
LISTEN to RADIO Every Week

- 11.4+ Million people per week
- Averaging 9.5 hours of listening per week
- % does not vary significantly when measured against 18-34 year olds, 35+, etc.

"Other" L.A. Media’s REACH?:

- Internet (wk) 86%
- Broadcast TV (wk) 79%
- Cable (wk) 71%
- Facebook 63%
- Any Online/Print Newspaper 42%
- Pandora 21%
- Satellite Radio 11%

Listeners spend HALF (46%) of their AUDIO TIME with AM/FM Radio

- Streaming Audio 14%
- Owned Music 12%
- YouTube 11%
- Sirius/XM 7%
- TV Music Channels 5%
- Podcasts 3%
- Other 2%

- Power of SOUND - creates emotion, recall, retention, and “goose-bump” calls-to-action from a relevant messaging environment

- Radio delivers a $6:$1 R.O.I. – better than digital, better than TV, consistently strong across business categories

Sources: Nielsen; Wi 2018 – Wi 2019; LA MSA; Cume Rating and AWTE 18+ Adults; Scarborough Aug 2017-Jul 2018, LA DMA, Adults 18+; Edison Research, “Share of Ear,” Q3-Q4 2018; Persons 13+; Nielsen Catalina Solutions 2014
KUSC Distribution:

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

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: From Mexico to San Luis Obispo

HUGE: Over 850,000 weekly listeners on FM Channels, 276,000 Unique Monthly Streaming Listeners, 40,000+ opt-in email subscribers, 35,000 Facebook followers

Part of the USC Radio Group – Classical Public Radio delivering over 1.2 million listeners per week across Northern and Southern California

Local Programming with Universal Appeal

Relationships and Access and Equity: With Listeners and the Arts Community

Sources: Nielsen Audio LA MSA Jan-Mar 2019, 6+ weekly cume, Google Analytics/Triton and Webcast Metrics 2019
Mission
We champion classical music and its power to engage people at all stages of life, to bridge differences and to build communities.

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

...The influential LEADERS, THINKERS, and ACHIEVERS that fuel Southern California’s creative culture and economy
KUSC Radio Community

42,000 Members/Donors

$7.5 Million in annual listener support

- 850,000 weekly listeners on FM signals
  - Balanced audience age groups: 6+
  - 115,900 per week are “Kids” aged 6-17!

- 276,000 monthly unique streaming listeners

- 40,000 email opt-in database members

- 80,000 monthly unique visitors to kusc.org

Over 300 different Arts Groups, Museums, Performances and Festivals showcased and supported with KUSC on-air and digital underwriting and editorial platforms

Outreach, Broadcasts and Partnerships:

KUSC Kids Discovery Days
LA Philharmonic
LA Opera
Arts Alive
From The Top

KUSC Playground Pop-Ups
Pacific Symphony
Metropolitan Opera
Modern Times
SoCal Sunday Night

So Cal Arts Ecosystem

800+ Arts Organizations

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

1 in 4 are MUSIC Organizations

15,500,000 annual attendees

Sources: Nielsen Audio LA MSA Jan-Mar 2019, 6+ and 18+ weekly cume/comp., Google Analytics/Triton and Webcast Metrics 2019
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 - “Power Parents”
- College educated, likely played a musical instrument, now typically employed in a supervisor or managerial capacity
- A sophisticated adult who leads a busy, often time starved life: Has high school or college aged kids
- Has great passion for 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 they consume it almost indiscriminately
- Possess and display eclectic styles and tastes
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 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, disenfranchised by other radio and platforms, they have the strongest affinity with the on-air Hosts
- Regularly attend performances and museums - have both the time and the money
Classical KUSC – LISTENERS

- Power Parents
- Culture Vultures
- Executive Dads
- Engineer Guys
- Arts Enthusiasts
- Institutional Guardians

KUSC | Classical fm 91.5
<table>
<thead>
<tr>
<th><strong>KUSC BROADCAST – 5 FM’s</strong></th>
<th></th>
<th><strong>KUSC DIGITAL</strong></th>
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</thead>
<tbody>
<tr>
<td><strong>Weekly Cume:</strong></td>
<td>846,000</td>
<td><strong>Mo. Page Views:</strong></td>
</tr>
<tr>
<td><strong>Median Age:</strong></td>
<td>48</td>
<td><strong>Unique Visitors:</strong></td>
</tr>
<tr>
<td><strong>Ethnic Comp:</strong></td>
<td></td>
<td><strong>Mo. Streaming Uniques:</strong></td>
</tr>
<tr>
<td>White/Other</td>
<td>59%</td>
<td></td>
</tr>
<tr>
<td>Hispanic</td>
<td>29%</td>
<td></td>
</tr>
<tr>
<td>Asian</td>
<td>8%</td>
<td></td>
</tr>
<tr>
<td>African-American</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td><strong>Gender:</strong></td>
<td></td>
<td><strong>Mo. Streaming Listening Hours:</strong></td>
</tr>
<tr>
<td>Male</td>
<td>53%</td>
<td></td>
</tr>
<tr>
<td>Female</td>
<td>47%</td>
<td></td>
</tr>
<tr>
<td><strong>Audience Comp:</strong></td>
<td></td>
<td><strong>Email database/members:</strong></td>
</tr>
<tr>
<td>P6-17</td>
<td>15%</td>
<td></td>
</tr>
<tr>
<td>P18-34</td>
<td>20%</td>
<td></td>
</tr>
<tr>
<td>P35-54</td>
<td>27%</td>
<td></td>
</tr>
<tr>
<td>P55-74</td>
<td>29%</td>
<td></td>
</tr>
<tr>
<td>P75+</td>
<td>9%</td>
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</tbody>
</table>

**sources:** Nielsen Audio LA MSA  
Jan 2019-April 2019; 6+ and 18+ weekly cume/comp., Scarborough R1 2019 P18+, Google Analytics/Triton and Webcast Metrics 2019
## The Influential Leaders, Thinkers, Achievers!

### Target Persons

<table>
<thead>
<tr>
<th>Educational</th>
<th>% of KUSC 18+ Audience</th>
<th>Index (Mrkt=100; 112 = 12% more likely..)</th>
</tr>
</thead>
<tbody>
<tr>
<td>College Degree or Post Graduate Degree</td>
<td>290,832</td>
<td>45%</td>
</tr>
<tr>
<td>Adult Continuing Education (past year)</td>
<td>65,546</td>
<td>10%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Affluent</th>
<th>% of KUSC 18+ Audience</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>HH Income $100K+</td>
<td>218,175</td>
<td>34%</td>
</tr>
<tr>
<td>Market Value Owned Home $1 Million+</td>
<td>96,648</td>
<td>15%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>&quot;Gives Back&quot;/Philanthropic (past 12 mos.)</th>
<th>% of KUSC 18+ Audience</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gave $$ to an Arts/Cultural Organization</td>
<td>124,904</td>
<td>20%</td>
</tr>
<tr>
<td>Gave $$ to an Educational Organization</td>
<td>170,914</td>
<td>27%</td>
</tr>
<tr>
<td>Performed Volunteer Work</td>
<td>210,913</td>
<td>33%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Active (past 12 months)</th>
<th>% of KUSC 18+ Audience</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yoga/Pilates</td>
<td>120,251</td>
<td>19%</td>
</tr>
<tr>
<td>Swimming</td>
<td>248,617</td>
<td>39%</td>
</tr>
<tr>
<td>Hiking/Backpacking</td>
<td>174,326</td>
<td>27%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Diverse Interests (attended past 12 mos.)</th>
<th>% of KUSC 18+ Audience</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Symphony Concert, Opera, etc.</td>
<td>122,861</td>
<td>20%</td>
</tr>
<tr>
<td>Art Museum</td>
<td>151,440</td>
<td>24%</td>
</tr>
<tr>
<td>Dance or Ballet Performance</td>
<td>53,472</td>
<td>8%</td>
</tr>
<tr>
<td>Live Theater</td>
<td>182,752</td>
<td>28%</td>
</tr>
<tr>
<td>Other Concert: Jazz/Blues</td>
<td>130,966</td>
<td>20%</td>
</tr>
<tr>
<td>Rock Concert</td>
<td>118,568</td>
<td>18%</td>
</tr>
</tbody>
</table>

source: Nielsen LA MSA, Scarborough R1 2019 18+
**KUSC Instrument Drives**

KUSC’s annual effort to collect gently-used instruments and distribute them to kids, schools, and music programs in underserved communities throughout Los Angeles. In the past three years alone, KUSC and USC Radio Group sister-station KDFC collected and distributed 1,000 musical instruments in the Bay Area and Los Angeles Markets: 143 schools and 78,239 Students Impacted!

**Kids Discovery Days**

KUSC’s twice yearly, family-focused events are held at partner educational venues (Natural History Museum, Bowers Museum) that are a destination for families/children. These interactive, get your “hands-on” events add significance and immediacy to KUSC’s music education efforts 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”!

**Arts Alive**

Showcase of Southern California performing arts organizations and cultural offerings – activities, concerts, soloists, and ensembles. Three days weekly at 8:40am, 11:40am and 5:40pm, and on KUSC.org and KUSC Mobile

**Playground Pop-Ups**

Five (5) live musical events annually partnering with local musicians, after-school and in-school programs such as LA’s Best, Music in Schools Today and Music for Minors to bring live music/performances to underserved communities – hosted by KUSC On-Air Hosts

https://vimeo.com/245842654  Password: opera

https://vimeo.com/319117815  Password: KUSC
10 Reasons To Work With...

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

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

3. Cost Effective: Classical KUSC delivers “contextual” reach, as Listeners come to KUSC for only TWO (2) reasons: 1. Great Music 2. Arts Community News/Info

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

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

6. Independent – your messages are one of a few (less than 3 sponsorship units an hour) vs. one of MANY (12-16++ different sponsor messages per hour)

7. 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

8. 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

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

10. Educational Outreach – KUSC’s educational initiatives and broadcast/digital profiles of the Arts delivers on its mission to...champion classical music and its power to engage people at all stages of life, to bridge differences and to build communities.
Classical KUSC – FM Signals/Coverage
KUSC 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. 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.