91.3% of all LA Metro Persons 6+ LISTEN to AM/FM Radio every week!

- **11.3 Million people** per week
- Each averaging **9+ hours of listening/week**
- This % does not vary significantly vs. 18-34, 35+, etc.

**“Other” LA Metro Media’s Weekly Reach?**:

- Broadcast TV: 78%
- Cable: 73%
- Facebook (mo.): 57%
- Netflix: 55%
- Any Daily Print Newspaper: 28%
- Amazon Prime Video: 27%
- Pandora: 27%
- Spotify: 26%
- Satellite Radio: 15%

Listeners spend HALF (48%) their AUDIO time with Radio

- Streaming Audio: 15%
- Sirius/XM: 10%
- Owned Music: 9%
- You Tube: 7%
- Other: 7%
- Podcasts: 4%

**POWER of SOUND**

Sound creates emotion, recall, retention, and “goose-bump” calls-to-action from a relevant messaging environment.

**Radio delivers $6 : $1 ROI**

Better than digital, better than TV, consistently strong across business categories.

Sources: Nielsen Fall 2019 LA MSA; Cume Rating and AWTE 6+ Persons; Scarborough R1 2020, LA MSA, Adults 18+; Edison Research, “Share of Ear,” Q3-Q4 2019; Persons 25+; Nielsen Catalina Solutions 2014
Multiplatform Reach Across Southern California

KUSC Distribution

<table>
<thead>
<tr>
<th>Frequency</th>
<th>City</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

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 1.4 Million monthly listeners, 40,000 opt-in email subscribers, 583,000+ monthly page views at KUSC.org, 36,000+ Facebook followers

Part of the USC Radio Group: Classical Public Radio delivering over 2.2 Million listeners per month across Northern and Southern California

Local Programming with Universal Appeal

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

Sources: Nielsen Audio LA MSA May 2019-April 2020, 6+ weekly cume, Google Analytics/Triton and Webcast Metrics 2020
Music and Mission

**Mission**
We make a positive impact on individuals and communities by championing the power of classical music.

**Vision**
Nurturing a love of classical music for all.

**About Us**
Not for profit Classical KUSC is a hosted, listener supported, multi-platform classical music experience that is welcoming to both the novice and the aficionado. We nurture a love of classical music, deeply value the arts, and make engagement with our local communities a priority.

**Format:**
- Classical Public Radio
- Non-Commercial/Listener Supported

**Music:**
- Focus on Baroque, Classical, and Romantic Eras: 17th 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
Community and Arts Ecosystem

**KUSC Radio Community**

- 43,650 Members/Donors
- $7.5 Million in annual listener support
- 1,384,400 monthly listeners on FM signals
- 234,978 monthly unique streaming listeners
- 40,000 email opt-in database members
- 583,277 monthly page views at KUSC.org

**Los Angeles 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

**Events, Broadcasts and Partnerships:**

- KUSC Kids Discovery Days
- So Cal Sunday Night
- KUSC@Pacific Symphony
- Ode to Joy
- Play On California
- Arts Alive
- At Home With...
- LA Phil
- LA Opera
- Modern Times
- From the Top
- The Opera Show

*Sources: Nielsen Audio LA MSA May 2019-April 2020, 6+ monthly cume/comp., Google Analytics/Triton and Webcast Metrics 2020*