

# Become a Classical KUSC Business Sustainer!

Local businesses and organizations who want to support Classical KUSC's Programming and Educational Efforts can now do so with a modest monthly company gift of support.



**sustainer:** [ suh-stey-ner ] noun *someone who upholds or maintains*



## Business Sustainer Dollars Help Fund...

### Classical KUSC's Broadcast and Digital Programming

*KUSC is the nation's LARGEST Classical Music station!*

- **1.4 Million Monthly listeners** on FIVE (5) FM and Digital Streaming Channels

### Classical KUSC Kids Discovery Day Events

*Interactive, Music Discovery Educational Events for pre-school and grade school aged kids and families.*

- **10,000 attendees and 15 Million Media Impressions** annually

### Classical KUSC Special Programming:

- *Arts Alive Features*
- *At Home With...(Yuja Wang, Dudamel...)*
- *Ultimate Playlist*
- *So Cal Sundays: Pacific Symphony, LA Phil Broadcasts...*
- *Great Outdoors*
- *KUSC @ the Movies*

Sources: Nielsen May 2019- April 2020; SF MSA; 6+ Persons; Google Analytics/Triton and Webcast Metrics 2020

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