

## The ARTS...Now More Than Ever

**The Arts Community is struggling.** The Covid 19 PANDEMIC of the past year has devastated the live performance landscape, the primary source of the arts community's earned revenue. They need our help...**now more than ever.**

They need money, and we at **Classical California KDFC and KUSC** encourage you to support your local arts organizations in any way possible. They also need their stories told...to remain relevant and top of mind.

**That's where we come in.** However, as a non-profit with deep connections to the arts community we have also seen our revenues decimated, and we need corporate support to execute our mission as well.

## CLASSICAL CALIFORNIA of the USC Radio Group

Classical California's [KDFC](#) (San Francisco and Northern California) and [KUSC](#) (Los Angeles and Southern California) have over **TWO (2) Million Monthly listeners across 11 FM signals and Digital Streaming Channels.** In "normal" times we tell the stories, showcase and promote hundreds of Arts Organizations across California with our unparalleled broadcast, digital, editorial and experiential assets and reach. Over the past year these efforts have only increased. Classical California's "[At Home...](#)" on-air and on-demand series with the likes of Gustavo Dudamel and Yuja Wang showed how the luminaries of the Arts Community were sheltering in place, with "[Play On California](#)" now in its 11<sup>th</sup> Month as a daily, one-hour feature on both KDFC and KUSC that shines a spotlight on our great California musicians and Arts organizations.

## The Classical California Corporate Patrons Program

**Will you help Classical California's KDFC and KUSC continue to support the ARTS Community with original broadcast and digital programming that tells their stories, keeps them relevant and positions them for both survival and success when the stage, museum and concert halls light up again?**

Become a Classical California Corporate Patron!

# Classical California of the USC Radio Group

## ORGANIZATION

- 80%+ Listener supported, classical public radio.
- The largest classical music radio stations in the U.S. and a broadcast service of the University of Southern California, with offices in Los Angeles and San Francisco

## BRANDS

- **Classical KUSC** – established in 1946 in Los Angeles at USC as a student operated radio station, becoming Classical KUSC in 1973
- **Classical KDFC** – established in 1948 in San Francisco as the Bay Area's first Classical Music station, in 2011 the core staff of KDFC was hired by the University of Southern California to create a new non-profit, listener-supported classical service for Northern California
- **Classical Kids** – coming soon!

## MISSION

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

## REACH

- 11 FM signals with listeners in 20 of California's 58 counties, coverage of the 7 largest counties and 4 largest cities
- Digital/Streaming channels via desktops, mobile/smartphones, smart speakers, tablets, wearables, and laptops
- 18,000 annual attendees and 27.5 million media impressions as part of ***Kids Discovery Days*** events

## IMPACT

- 2,040,700 monthly listeners on FM channels
- 375,723 monthly unique streaming listeners via digital channels
- 1,415,700 monthly page views on websites