

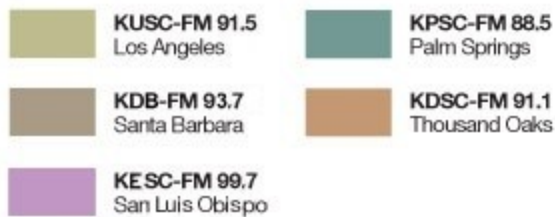


# KUSC

ANNUAL REPORT | 2014-2015

# Classical KUSC Coverage Area

USC's Classical Public Radio can be heard in 7 counties, from as far north as San Luis Obispo and as far south as the Mexican border. With 39,000 watts of power, Classical KUSC boasts the 10th most powerful signal in Southern California. KUSC transmits its programming from five transmitters - KUSC-91.5 fm in Los Angeles and Santa Clarita; 88.5 KPSC in Palm Springs; 91.1 KDSC in Thousand Oaks; 93.7 KDB in Santa Barbara and 99.7 in Morrow Bay/San Luis Obispo.



# Table of Contents

4-5	Letter from the President, USC Radio
6	USC Radio Vice President and Programming Director
7	On Air-Announcers
8	On-Air Announcers— On Air Promotions
9	Programming Highlights
10	Weekly and Holiday Programming
11	Special Programming Productions
12	KUSC On-Line
13	Interactive /Administration
14-15	Engineering
16	Underwriting
17	USC Radio Board of Councilors
18	Traveling with KUSC
19	Development
20	Leadership Circle
21	Legacy Society
22	Supporting the Arts
23	Financials

## KUSC Mission

**T**o make classical music and the arts a more important part of more people's lives. KUSC accomplishes this by presenting high quality classical music programming, and by producing and presenting programming that features the arts and culture of Southern California. KUSC supports the goal of the University of Southern California to position USC as a vibrant cultural enterprise in downtown Los Angeles.

# Letter From USC Radio



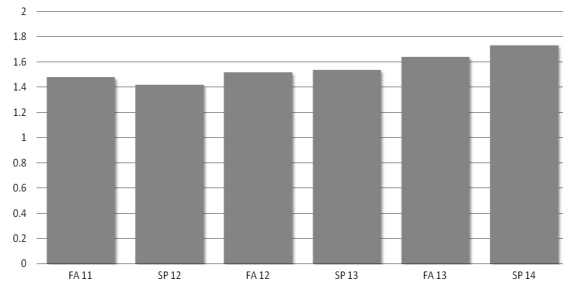
This has been a great year for KUSC for a number of reasons. We experienced audience growth, contributions began to rebound for the first time since the beginning of the recession, we deepened our relationships in Santa Barbara, and we received national recognition on numerous levels for our work.

KUSC was once again the most listened to classical station in the country. More than 900,000 people listen to our stations in Southern California each week. An additional 42,782 listen online weekly to the webstream. The size of our Santa Barbara audience has more than doubled since KUSC became the only classical music provider in the city, growing from 8,000 to 23,400 weekly. Furthermore, we serve another 350,000 Californians each week through our Bay Area stations.

We take none of this for granted. We know you have more ways to listen to classical music than ever before, and we are determined to create programming of such high quality that no other service can equal KUSC. To that end we are also working with other classical stations nationwide to stake out the strongest possible future for classical radio. I have the honor of leading this effort, and the first step was to look at how classical stations are performing. While audience for radio in general is flat or gradually declining, the audience for classical radio is increasing:

## Classical Stations: Top Markets Average Share

Metro Survey Area, Average for 29 stations with data for all periods



WQXR New York, KUSC Los Angeles, KDFC San Francisco, KUHA Houston, WIETA Washington, WRTI Philadelphia, WCRB Boston, WKCP Miami KING Seattle, KBAQ Phoenix, KSIN St. Paul, KVOD Denver, WBIC Baltimore, KDAC Portland, WDAV Charlotte, WQED Pittsburgh KPBR Sacramento, KPAC San Antonio, WGUC Cincinnati, KCNV Las Vegas, KMFA Austin, WOSA Columbus, WCPE Raleigh, WFCL Nashville WPBI Palm Beach, KCSC Oklahoma City, WUOL Louisville, WNED Buffalo, WXXI Rochester

Source: Nielsen, Radio Research Consortium

Station Resource Group

(Share is the percentage of the radio audience that listens to a station or format)

This is great news; however, it does not mean that we will be complacent. We have a growing circle of classical stations working with us to ensure that classical radio remains strong across the country. At KUSC we are developing features like the *Musical Mystery Tour* and *KUSC at the Movies* to keep our programming fresh and allow more engagement with listeners. We are developing content for digital platforms as well as radio, while remaining focused on providing outstanding service to listeners and members.

We are very proud that KUSC received two national awards this year from the Los Angeles Press Club for our arts magazine program *Arts Alive*:

**Best Radio Feature** for *The Real Story of Saving Mr. Banks* produced by *Arts Alive* contributing reporter Tim Grieving. The judges described it as "a terrific, well-produced feature about the making of the film *Saving Mr. Banks*."

# President, Brenda Barnes

**Second Place in the Best Personality** profile category for Brian Lauritzen's interview with LA Philharmonic violinist and Street Symphony Founder Vijay Gupta.

KUSC was also a Webby Honoree in 2015 in the category "best mobile sites and apps/streaming audio." USC Radio Vice President Bill Lueth was elected to the board of the Public Radio Program Directors Association. Announcer Brian Lauritzen was invited to join the Los Angeles Philharmonic on tour in Tokyo, KUSC Interactive Executive Director Chris Mendez and I were invited to visit the only classical station in Central Asia, in Almaty, Kazakhstan, and our Development Director Minnie Prince took donors to Canada and Italy. While KUSC is focused on our service to Southern California, we have also become a model for other stations in the country and around the world. We have achieved this status because of your generous support and dedication.

Our mission endures: to make classical music and the arts a more important part of more people's lives by presenting high quality classical music programming, and by producing and presenting programming featuring the arts and culture of Southern California. As part of our advocacy for the arts, we produce the award-winning half-hour arts magazine program *Arts Alive* that airs Saturday mornings, highlighting key upcoming events, stories, and personalities in the arts throughout Southern California.

We provide approximately \$1 million in promotional announcements for Southern California arts organizations. We partnered with the Center Theater Group, Valley Performing Arts Center, Pasadena Symphony, Los Angeles—

Opera, Pacific Symphony, Los Angeles Master Chorale, LA Chamber Orchestra, Segerstrom Center for the Arts, and the Philharmonic Society of Orange County on co-branded events. We produced a concert bringing together, for the first time ever, ensembles from the LA Philharmonic, LA Opera, Los Angeles Chamber Orchestra, and LA Master Chorale to honor outgoing LA County Supervisor Zev Yaroslavsky, who has been such an ardent and influential supporter of the arts. And we were incredibly honored to receive an award from the Pacific Symphony thanking us for our support and partnership with them at the opening concert of the season in September 2014.

All of these accomplishments are due to you. Your generosity and dedication to KUSC fuel our work and inspire us every day. Please let me know if you have any questions after reviewing this annual report. My email address is [bbarnes@kusc.org](mailto:bbarnes@kusc.org).



# KUSC Programming

## USC Radio Vice President and Program Director, Bill Lueth



Bill oversees programming and underwriting sales at KUSC, and is the President of our sister station KDFC in San Francisco. A former opera singer, Bill has been in the radio business as announcer, programmer, and manager in multiple formats for over 25 years. With a special emphasis on classical, his stations have won numerous national awards including Best Classical Station twice, and Excellence in Community Service twice by the National Association of Broadcasters. Bill believes in vibrant, interactive, local radio. He has been a leader in the classical radio world nationally for many years and is a member of the national Public Radio Program Directors Board.



**Kelsey McConnell**  
Assistant Program Director

Kelsey works on projects that help strengthen the relationship between KUSC, our growing audience, and the arts community. Kelsey manages many of the ways we use to help our listeners feel that KUSC is really *their* classical station. From theme weeks like the Musical Mystery Tour, to working with our arts partners on SoCal Sunday Night and Arts Alive, to keeping listeners informed and excited about the station with the bi-monthly e-newsletter and monthly Members Guide.

**Rik Malone**

Supervisor of Music Content



Rik Malone studied viola at Oberlin, and over the last 20 years has been a performer, promoter, presenter, producer and publicist for classical music organizations in New York and the Bay Area. He is currently the Supervisor of Music Content for USC Radio. Evening Announcer for KDFC, and the radio voice of the San Francisco Symphony. Rik says his favorite thing about his job is hearing from listener who say, "I never thought I'd enjoy classical music, but now I listen to your station all the time." That's what it's all about.



**Mark Edwards**  
Music Director

Mark comes to USC Radio from Kansas Public Radio, where he had been Music Director and morning host since 2011. Before that he was Program Director for WCRB in Boston before their switch to public radio, and has worked for smooth jazz outlets in Atlanta, New Orleans and Kansas City, among others. He grew up in northern Maine and is a classically trained pianist.

**Mark Hatwan**  
Production Director



Mark Hatwan is the Production Director for KUSC. He has a hand in creating almost all of the produced programming on KUSC, from concert broadcasts to underwriting announcements to the Saturday morning arts program *Arts Alive*. Mark is also the man at the controls during interviews recorded at KUSC.

# KUSC On-Air Announcers



## Dennis Bartel

Weekday morning host Monday—Friday 6 a.m. to 9 a.m. and Sundays from 1 p.m. to 6 p.m. Dennis is a thirty-year veteran broadcaster, having served in Washington, D.C., Baltimore, and in Pittsburgh. Dennis began his broadcast career in his native Los Angeles as morning host at KUSC in late 1970s, when he also produced a celebrated series of hour-long documentaries on California writers. Dennis is also an accomplished writer, having published hundreds of articles, stories and essays with such enterprises as *Harper's*, *Time-Life*, *Doubleday*, and others. Dennis and his wife Erin are parents to four children.



## Rich Capparella

Host weekdays 4 p.m. to 7 p.m., Saturdays at noon to 5 p.m. and Pacific Symphony Broadcasts. In 1972 an employment counselor asked Rich Capparella, "If you could be anything in the world, what would you be?" Without hesitation he replied, "A classical music radio announcer!" Today Rich is one of the best-known classical music radio personalities in the United States. He also has a recording company, "Cardiff Studios", produces commercials and programming for U.S. arts organizations, including the Chicago Symphony Orchestra and the Indianapolis Symphony Orchestra. He's an active lead singer and guitarist with a four-piece cover rock band, "Otherwise Normal". Rich and his wife Marcia, a private school administrator, live in Santa Monica, California.



## Alan Chapman

Can be heard weekdays at 9 a.m. - 1 p.m. and is also the host and producer of two weekend programs: *Modern Times* and *Thornton Center Stage*. He has a Ph.D. in music theory from Yale University. He is currently a member of the music theory faculty of the Colburn Conservatory. Well known as a pre-concert lecturer, Alan has been a regular speaker on the L.A. Philharmonic's "Upbeat Live" series since its inception in 1984. He also works closely with the Los Angeles Master Chorale, Los Angeles Opera and Pacific Symphony. His lectures have been presented by virtually every major performing organization in southern California. He is heard globally as programmer and host of the inflight classical channel on Delta Airlines. Alan is also active as a composer/lyricist.

## Brian Lauritzen

The afternoon weekday host on Classical KUSC at 1 p.m. to 4 p.m. He also hosts KUSC's arts news magazine *Arts Alive*, Saturdays at 8:00 a.m., and the nationally-syndicated broadcasts of the LA Philharmonic. His work has been broadcast internationally by NPR, American Public Media, and the WFMT Radio Network. During his tenure at Classical KUSC, Brian has interviewed dozens of top classical musicians and artists. Among them, Gustavo Dudamel, Itzhak Perlman, Dawn Upshaw, Valery Gergiev, Placido Domingo, John Adams, Pierre Boulez, and many others. Brian is also the host of several critically acclaimed podcasts. Among them: [Behind the Curtain at LA Opera](#) and the [LA Chamber Orchestra](#) podcasts.



## Duff Murphy

On Saturday mornings 9:00 - 12:00 noon, busy Los Angeles attorney Duff Murphy trades depositions for divas and other things operatic as host of Classical KUSC's popular "Opera Show." The erudite and enthusiastic world class opera fan has been presenting opera on Los Angeles radio for many years, having joined Classical KUSC in 1994. During the Metropolitan Opera's December to April season, he introduces opera's historic performances and colorful personages; and during the Met's off-season he features favorites among composers, conductors and artists. Recognizing that operatic music spans generations, continents and centuries, Murphy imbues each program with a range of musical historical experience, often creating programs around specific themes.



## Jim Svejda

Host of the evening program from 7 p.m. to midnight, always commencing with his signature opening, the third movement of Martinu's Piano Quartet #1. He is also host and producer of the syndicated radio series "The Record Shelf", which is carried by public radio stations across the nation. It's also heard on KUSC on Sunday evenings, from 10 p.m. to 11 p.m. Although Jim is one of the most respected, critical voices in the classical music field, he also is one of the most entertaining and popular program hosts on public radio. Since 1979, he has delighted Classical KUSC listeners with his witty, meticulously crafted essays on diverse composers, conductors and artists -- as well as his commentary on a wide range of other subjects that attract his musical fancy.



# Announcers and Promotions



## Gail Eichenthal

Executive Producer KUSC / KDFC

For both stations, she oversees arts coverage, concert broadcasts, and live productions. She is also the Executive Producer of Arts Alive, LA Opera on Air, and the LA Philharmonic radio broadcasts. After more or less growing up at KUSC in the late 1970's and 80's, Gail rejoined the KUSC staff in 2005 following an absence of 16 years, during which she pursued a broadcast news career. Gail has also published articles for the LA Times Calendar, LA Times Sunday Magazine, and Symphony Magazine.

## Robin Pressman

On-Air Host



Robin can be heard on California Classical All Night from Wednesday through Friday, midnight to 6:30PM. She's also on KUSC on Saturdays from 5PM to 10PM and hosts concert broadcasts and the event calendar on KUSC's station in Santa Barbara. She's also been the program director at Sonoma County's public radio station, KRCB, for 18 years and lives in wine country with her husband, a dog, two cats and sixteen chickens.

## Blake Lawrence

On-Air Host

Blake works from KDFC in San Francisco and can be heard on KUSC Saturday through Tuesday, from midnight to 6:30am as a host of *California Classical All Night*. He's a native of Colorado, and has done radio all over the US, but says the greatest percentage of his career has been spent in the Bay Area.



# On-Air Promotions

KUSC found new ways to engage and delight listeners this year with several special (and popular!) on-air promotions.

In September, we marked the beginning of the performance season with the **KUSC Fall Arts Preview**. Hosts promoted upcoming concerts all around our coverage area by featuring the music and performers that would be making their way to local concert halls.

**KUSC at the Movies** put the focus was on film music for one week before the Academy Awards. KUSC played a variety of famous film scores, pieces of music well-known for their use in film, as well as audio from movie clips.

*—As you end the magnificent KUSC at the Movies week, let me add my thanks. What wonderful memories! How good to hear this music that I was rarely aware of during the movie (as it should be).*

In the spring, we debuted **The KUSC Classical Top 100 Countdown**. We asked listeners to vote for their favorite pieces of classical music and then counted down the top 100, creating Southern California's biggest classical music survey. Beethoven's Symphony No 9 ultimately came in at Number #1.

*—Kudos to KUSC for the top 100 pieces as voted by listeners. It was great fun to listen to the countdown. KKJZ used to do a top 88 Jazz tunes for the year as voted by listeners. Glad to see someone picking up the interactive ball. Thanks again.*

*—Congratulations on an excellent 'top 100' project which just ended. What a great way to get listeners involved and invested. And it's a lot of fun to listen to. Of course you'll do it again at some point but probably not for another year I imagine. It never gets old. It's also a great way to generate excitement before a pledge drive.*

*—My wife and I cannot thank you enough for your Top 100. We are enjoying it very, very much. Today was especially sweet. Three of my favorite pieces were in the top 25 and brought back memories that started my love for classical music.*



# Programming Highlights

## The KUSC Musical Mystery Tour

KUSC jump-started summer vacation season for the third years in a row with *The KUSC Musical Mystery Tour*, using classical music to travel the globe. For one week in June, we began every hour with a verbal and musical clue to where we were going that hour. Then we revealed our location and played more music inspired by the world's most popular and exotic vacation destinations.

*—I wanted to thank all the hosts for a wonderful week of mini vacations with great music and great clues. It was really fun learning new things about other countries and especially trying to guess the destinations. I actually guessed a few of them correctly.*

*—I want to commend you for offering intelligent programming and excellence in listening. As a Central Coast loyal listener I am thoroughly enjoying your musical tour around the world.*

## KUSC at the Beach

Rich Capparella launched *KUSC at the Beach* in August 2013 and it's become KUSC's signature start to the weekend.



Rich hosts the Friday show from his home studio near the sparkling Pacific Ocean and helps listeners get into a weekend state of mind.

*—My philosophy for the program is that you've given enough for the week. Starting at PM, we begin your weekend for you with loads of ideas about things to do over the next couple of days (many concerts mentioned are free) and we even try to slip in a request every hour. The vibe is relaxed and easy. Very informal and, with luck, relaxing. - Rich Capparella*

## Off to School- Summer Vacation Request

Every morning during the school year, Dennis Bartel celebrates our littlest listeners with the *Off-To-School Request*. Dennis invites children, parents, grandparents or other listeners to make a special request for the trip to school and picks one to play at 7:15AM. During the Summer, Dennis keeps the fun going with a *Summer Vacation Request*.

## LA Press Club's National Entertainment Journalism Awards

In November, KUSC's *Arts Alive* (Saturday at 8AM) picked up another Los Angeles Press Club National Entertainment Award. Brian Lauritzen (host), Tim Greiving (reporter), Kelsey McConnell (producer) and Mark Hatwan (technical director) won first place in the Radio Feature category for "*The Real Story of Saving Mr. Banks*"

From the judges: In Tim Greiving's interview with Mary Poppins' co-songwriter Richard Sherman and the actor, Jason Schwartzman, who portrayed him in the movie about the problems Walt Disney had in making the movie with the story's difficult author P.L. Travers, the listener finds out that Sherman thinks the portrayal of him is "spot on." A terrific, well-produced feature about the making of the film, *Saving Mr. Banks*.

## Brian Lauritzen, Japan and the Los Angeles Philharmonic

Brian Lauritzen traveled to Japan to meet the LA Philharmonic on the final leg of their international tour in March of this year. The Phil brought young musicians from Youth Orchestra LA along with them to participate in cultural exchanges with young Japanese musicians. Brian reported for the KUSC blog and for *Arts Alive* about the Phil's reception in Japan and a sobering trip to Fukushima to hear how the arts were used in the rebuilding of that community.



# Weekly and Holiday Programs

---

## Weekly Programming

**The Request Show:** you make requests and Alan Chapman plays them every weekday during the noon hour.

**Soul Music:** Brian Lauritzen hosts a program of serene choral and instrumental works spanning a millennium, from Gregorian chant through music of today.

**A Musical Offering:** from the brilliance of Monteverdi to the mastery of J.S. Bach, this program brings you the soundtrack for an easy Sunday morning; hosted by Alan Chapman.

**The Opera Show:** presenting the greatest recordings of the most enduring operatic masterpieces in their entirety; hosted by Duff Murphy.

**Arts Alive:** from the desert to the sea, from the stage to the page, *Arts Alive* (Saturdays at 8AM) covers the artists, events and trends that help make Southern California such a cultural dynamo; hosted by Brian Lauritzen.

**USC Thornton Center Stage:** featuring performances from the USC Thornton School; hosted by Alan Chapman.

**The Record Shelf:** featuring reviews of classical recordings, highlights of renowned classical artists and guides to the best readily available recordings; hosted by Jim Svejda.

**Modern Times:** exploring great musical works from the last hundred years; hosted by Alan Chapman.

## Holiday Broadcasts

KUSC celebrated the sounds of the season with holiday specials throughout December.

**Chanukkah Lights with Jim Svejda,** our annual Chanukkah program, featuring *The Chanukkah Story* with Leonard Nimoy and the Western Wind vocal ensemble, and Handel's *Judas Maccabeus* conducted by Sir Charles Mackerras.

**A Festival of Nine Lessons and Carols,** KUSC's traditional live broadcast of the beloved 30-voice King's College Choir performing their legendary annual service of music and Biblical readings at Cambridge University.

**Los Angeles Master Chorale: A Festival of Carols,** songs of the season performed by one of the world's great choruses in traditional and dynamic new arrangements.

**KUSC's New Year's Eve Bash,** this 7-hour program is our yearly exercise in mirth and mayhem hosted by, who else, Jim Svejda.

*—To management and to each and every one of the KUSC deejays, my sincerest thanks for the exceptional Christmas programming for the two full days of Christmas Eve and Christmas Day. The carols and other selections were wonderful by every measure, and instrumental in making Christmas this year one of the most heartfelt, beautiful and enjoyable in recent memory. For far too long there has been an astonishing dearth of Christmas warmth and tradition to be found in Los Angeles on Christmas Day, and KUSC has begun a most welcome return.*

*—I just wanted to say thank you for your Christmas musical programming - it was lovely, varied, and captivating. We have listened to it all day today. It was great hearing the regular hosts' voices, too. We are long-time members and we are SOOOO grateful to have you in town! Thanks for all you do!*

*—Thank you for your thoughtful programming on Christmas morning. You really got it right have a great Christmas!*

# Special Productions

## SoCal Sunday Night

Every Sunday evening at 7PM, KUSC broadcasts great concerts from a rotating cast of Southern California's finest orchestras and ensembles. We bring you the dynamic Los Angeles Philharmonic from Disney Hall and from the Hollywood Bowl; take you to Costa Mesa to hear the Pacific Symphony; put you front and center with the LA Master Chorale; and soak up the sounds of the Los Angeles Chamber Orchestra.

Here's what we broadcast from July 2014 to June 2015 on *SoCal Sunday Night*:

- Twelve **Pacific Symphony** concerts: five aired from July 6, 2014 to August 3, 2014 and seven more aired from February 8, 2015 to March 22, 2015; hosted by Rich Capparella.
- Ten concert broadcasts of the **Los Angeles Philharmonic at the Hollywood Bowl**. Concerts aired August 2014 through October 2014; produced and hosted by Brian Lauritzen.
- Eight concerts from the **Los Angeles Chamber Orchestra** aired from October 2014 to December 2014; hosted by Dennis Bartel
- Seven concert broadcasts from the **Los Angeles Master Chorale**, aired from December 2014 to January 2015; hosted by Alan Chapman
- Thirteen concert broadcasts of the **Los Angeles Philharmonic at Disney Hall** from March 2015 through June 2015; produced and hosted by Brian Lauritzen
- **La Jolla Music Society SummerFest: Best of 2014** concert broadcast on KUSC June 28, 2015; hosted by Dennis Bartel.

## Live Broadcast Specials

### LA Opera On-Air: Live Season-Opening Broadcast

Hosted by Duff Murphy and Brian Lauritzen  
Saturday, September 13, 2014

- Verdi's *La Traviata* with Nino Machaidze as Violetta, Arturo Chacón-Cruz as Alfredo, and Plácido Domingo in the role of Giorgio Germont. James Conlon conducts.

### Los Angeles Philharmonic: Live Season-Opening Broadcast

Hosted by Brian Lauritzen and Alan Chapman  
Thursday, October 2, 2014

- Gustavo Dudamel, conductor  
So Percussion  
Lang: man mad (U.S. premiere)  
Mahler: Symphony No. 5

## Opera on KUSC

Twenty-three broadcasts from **The Metropolitan Opera**. The operas aired from December 2014 to May 2015.

Six productions of **LA Opera On Air**. The operas aired from May 16, 2015 to June 20, 2015 and were hosted by Duff Murphy



## Online with KUSC

---

### Follow Us, Friend Us, Find us on SoundCloud

KUSC uses social media (like Facebook, Twitter and KUSC's blogs) to engage with our community of listeners and shine a spotlight on programming, events or artists that we think will be of special interest to fans of the station. *Arts Alive* also uses an audio sharing platform called *SoundCloud* (<https://soundcloud.com/arts-alive>) to host a selection of individual *Arts Alive* features, making them available on-demand for anyone with an internet connection. By taking advantage of social media, KUSC is able to deepen our relationships with listeners, expand the reach of the station, and, sometimes, just have a little fun.

You can also follow many of our on-air personalities on

Twitter:

Alan Chapman	@Stravinskyite
Brian Lauritzen	@BrianKUSC
Dennis Bartel	@DennisBartel
Gail Eichenthal	@KUSCGail

**Facebook:** More than 23,000 people “Like” KUSC on Facebook. KUSC's Facebook page is a lively place where KUSC hosts interact with listeners, highlight upcoming programming, post fun facts or moving stories from the world of classical music and share the occasional video of a cat playing the piano.

**Twitter:** Approx. 9,500 people “Follow” @ClassicalKUSC on **Twitter** to keep up with what's going on at the station, get a peek behind-the-scenes and learn more about the arts news stories we're following. We reached a Twitter milestone this year: our 10,000<sup>th</sup> tweet.

# KUSC Interactive and Administration



**Chris Mendez**  
Director of New Media

KUSC Interactive is dedicated to producing innovative platforms for dialogue and discovery in the global arts community. The team develops applications for mobile and browsers that combine rich storytelling with best-in-class design and functionality.

In 2015, the team was recognized by the International Academy of Digital Arts and Sciences for its iPhone application. The Webby Honoree mention was for the category "Best Streaming Audio".

No matter where you are in the world, you can download the Classical KUSC apps for Android or iPhone/iPad. The new app upgrade comes with a number of new features built in. An alarm clock allows you to wake each morning to KUSC. It also comes with a feature to allow you to bookmark your favorite pieces for later exploration.



## KUSC Administration



**Rina Romero**  
Senior Business Officer



**Shiva Shahriari**  
Budget Coordinator



**Emma Melendez**  
Administrative Assistant

# KUSC Engineering

## Engineering / Operations Team



**Ron Thompson**  
Director of  
Engineering



**Bill Kappelman**  
Director of  
Compliance



**Cliff Nielsen**  
IT Director



**Steve Sevy**  
Operations  
Coordinator



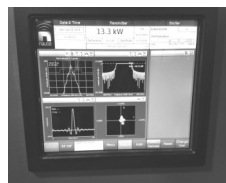
**Steve Coghil**  
Director of  
Operations

### Mount Wilson Tower Site

Due to the generosity of our listeners and the Parsons foundation, we were able to replace KUSC's main transmitter system at Mt Wilson. The new system is most importantly more reliable and energy efficient than the previous system. Next year, KUSC will focus on more reliability improvements at our flagship tower site in order to minimize any weather and equipment related outages.



Delivery of new transmitter to KUSC mountain top building in Angeles Forest



Close up of new transmitter control screen.



New KUSC 13,000 watt digital FM transmitter installed and running.



New KUSC Transmitter just after delivery, still wrapped in plastic.

### Santa Barbara Channel and Tower Facility Swap

Classical KUSC swapped frequencies and facilities at Gibraltar Peak located at the heights above Santa Barbara. USC Radio's engineering department was tasked with managing a seamless technical transition as our original 88.7 facility was turned over to Santa Monica Community College. KUSC's programming reappeared on 93.7 and retained the vintage KDB call letters. In the process we inherited a facility with good "bones", but that needed some fixing up. Equipment cooling systems, power systems, satellite and connectivity from Los Angeles studios all needed to be reconfigured to suit KUSC needs. Most of this work was handled by Santa Barbara based contract engineers Tom King and help from engineer Hal Williams.



KDB Gibraltar Peak Tower Facility

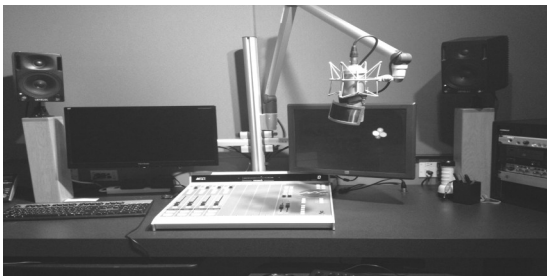


KDB Transmitter Room at Gibraltar Peak/ Move in and Clean Up

# KUSC Engineering

## Tracking Studio System Upgrade

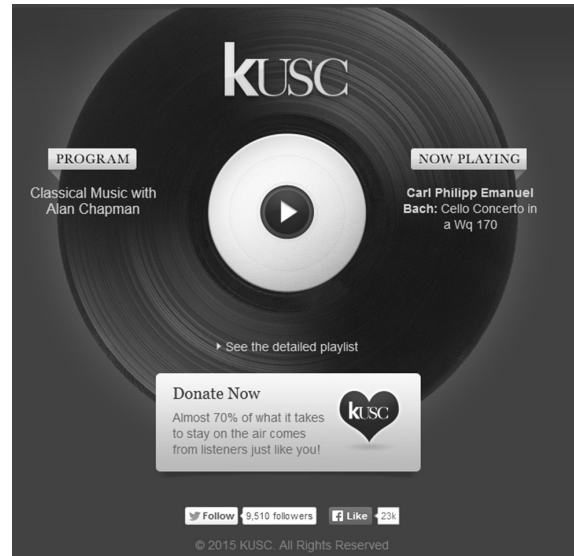
A small but significant project was the update of the voice recording booth in KUSC's studio. This small workstation enables our air staff to record and edit voice promos, announcements and ID's and specials programming that you'll hear throughout KUSC's broadcast day. Improved ergonomics helps our air staff work safely and comfortably so that they can focus on producing interesting and compelling content.



KUSC New Programming Tracking Studio work area

## Webstream Hosting (Triton)

In November 2014 KUSC moved its webstream to a new hosting service, Triton Digital. As a result of this move KUSC is able to provide you with excellent streaming audio quality and a more reliable connection than ever before. Triton also provides KUSC with statistics that show us the number of streaming listeners we have at any time in the day. It will also indicate if there is a problem with the stream so we can respond and resolve the issue more quickly.



## Now Playing Broadcast Data

We made significant gains this last year in providing more consistent broadcast text data across USC radio signals. If your radio is equipped with an RBDS or HD chipset, then you benefit from the live composer/piece information stream that is integrated in to our air signal. The engineering and operations department plans to continue deployment of this service and is working toward offering the data throughout more of the broadcast day over the next year as possible.



# KUSC Underwriting



**Abe Shefa**  
General Sales  
Manager/Director  
Corporate Affairs



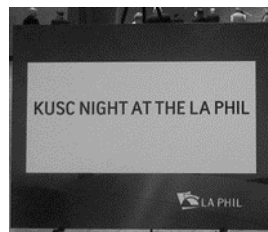
**Shauna Der**  
Senior Account  
Executive

## KUSC Night at the LA Philharmonic

KUSC launched a new series of events called *KUSC Night At...*

The first event was with the LA Phil on December 12, 2014. KUSC and our morning announcer Dennis Bartel hosted at an intimate wine and cheese reception prior to the concert.

The concert featured James Gaffigan leading the LA Phil in a program of Prokofiev's Third Symphony, Rachmaninoff's *Rhapsody on a Theme of Paganini* featuring pianist Simon Trpčeski, and Leonard Bernstein's Suite from *On the Waterfront*.



## Corporate Sponsors



CEDARS-SINALA

BUY CALIFORNIA BONDS



Disney



SONY PICTURES CLASSICS

Here is a look back at the 2014-15 KUSC Classic Events:

### September

- The Trip to Bountiful, Center Theatre Group, Ahmanson Theatre

### October

- London Phil, Valley Performing Arts Center, VPAC
- Janacek, Saariaho & Sibelius, LA Phil, Disney Hall
- Dido and Bluebeard, LA Opera, Dorothy Chandler

### November

- Bernstein & Gershwin, Pasadena Symphony, Ambassador Auditorium

### December

- Beethoven & Rachmaninoff, Pacific Symphony, SCFTA

### January

- Bach: St. Matthew Passion, LA Master Chorale, Disney Hall

### February

- Discover Concert, LACO, Ambassador Auditorium

### March

- ABT - Sleeping Beauty, SCFTA

### April

- Sir Josh Elliott Gardiner, Monteverdi Choir & the English Baroque Soloists, Philharmonic Society of OC, SCFTA



# USC Radio Board of Councilors

## **William E.B. Siart (Board Chair)**

Chairman of the board of ExED (Excellent Education Development), a non-profit corporation which he founded in 1997 that develops and manages charter public schools. He serves as trustee, chairman of the finance committee, and member of the board personnel, executive, and investment committees of the University of Southern California. He is also a trustee of the J. Paul Getty Trust. He is the chairman and director of Western Asset Funds, Inc. He is former chairman and chief executive officer of First Interstate Bancorp, a \$60 billion banking company with offices in 13 western states and more than 40,000 employees. He is also active in Los Angeles and nationally in K-12 education reform. A native of Los Angeles, he earned a BS degree in Economics from Santa Clara University, and an MBA in Finance from the University of California at Berkeley.

## **Frank H. Cruz**

President of Cruz and Associates, a financial consulting firm he founded in 1995. Former chairman and director of the Corporation for Public Broadcasting. Co-founder of Tele-mundo, the nation's second largest Spanish-language network, and KVEA-TV in Los Angeles, where he was formerly vice president and general manager. Chairman emeritus of the California Institute for Federal Policy Research. Board of directors of Health Net, Latino Public Broadcasting, and the Fred Friendly Seminars at Columbia University. He has served on the USC Board of Trustees since 1999.

## **Martha Welborne**

Martha Welborne is the Chief Planning Officer for the Los Angeles County Metropolitan Transportation Authority. In this role, she leads a staff of over 200 in planning the long-range future of transportation in the County, including the design and environmental review of twelve new transit corridors approved by County voters in 2008. She also oversees Metro's real estate department, regional capital development activities, the management of all grants, and she oversees a variety of strategic initiatives such as the Master Plan of the historic Union Station property. She holds two Masters degrees from MIT, was a Loeb Fellow at Harvard University, and is a Fellow of the American Institute of Architects. She is also a Past-President of the Los Angeles Chapter of the American Institute of Architects. She has also served on the Board of Councilors of USC's School of Architecture.

## **Robert Abeles, Jr.**

Senior Vice President, Finance, and Chief Financial Officer at the University of Southern California. He oversees a wide variety of financial functions including budgeting and planning, the treasury department, the university comptroller, financial and business services, facilities management services, and capital construction. He currently serves as a member of the board of directors for ExEd, a development business and management services company that specializes in supporting charter school creation and enhancement, is a member of the board of trustees for Flintridge Preparatory School in La Canada, California and is a director of Western Asset Funds, Inc. in Pasadena, California.

## **Lee Walcott**

Vice-president and managing director of the Ahmanson Foundation from 1987 until his retirement in March 2008. Marlborough School director of upper school, chair of the Fine Arts Department and instructor of Art History (AP). Former trustee of Marlborough School, Campbell Hall (Episcopal) School and current member of advisory boards of UCLA William Andrews Clark Library and UCLA's Centers for Medieval and Renaissance Studies and 17th and 18th Century Studies.

## **Thomas S. Sayles**

Thomas S. Sayles is USC's vice president for university relations. He provides leadership of USC's efforts to continuously strengthen its relationships with external and internal stakeholders. He oversees government relations, communications, public relations, marketing, community outreach, and USC's 11 public radio stations. Previously, Sayles practiced law and has served on numerous state and local boards and commissions. Recently, he served on the board of the Los Angeles Department of Water and Power and the Los Angeles 2020 Commission. Sayles was previously a member of the University of California Board of Regents and the California Community Colleges Board of Trustees. Born and raised in South Los Angeles, Sayles earned a law degree from Harvard and a bachelor's degree "with distinction" from Stanford University, where he was elected to Phi Beta Kappa.

# Traveling with KUSC



## Vive Le Quebec!

KUSC morning host Dennis Bartel and Director of Development Minnie Prince led a weeklong tour to Quebec City and Montreal, Canada..

Twenty-five KUSC members were treated to a first class experience which included three nights in Quebec City based at the grand Chateau Frontenac and a concert by the town's pride, Les Violons du Roy.

Then it was on to the great international city of Montreal for two concerts by the Orchestre Symphonique de Montréal, led by famed native Californian Kent Nagano, formerly Music Director of Los Angeles Opera, in their beautiful new symphony hall, and a performance by LesGrands Ballets Canadiens.

Finally, KUSC members were treated to an exclusive private concert by Marc-Andre Hamelin, one of the finest pianists in the world. In both cities, KUSC members sampled outstanding cuisine of the region, experienced amazing excursions into the countryside—and still managed to have ample free time for relaxing, shopping and additional sightseeing.



## Roman Holiday!

Classical KUSC host, Alan Chapman and Director of Development Minnie Prince, tagged along with 26 exuberant KUSC members on a fabulous 9-day tour of Rome.

The group enjoyed a rare privilege experiencing a semi-private tour of the Sistine Chapel and Vatican Museums, without the lines and the crowds.—Descending beneath the altar of St. Peter's Basilica for an exclusive tour of its catacombs, the burial ground of St. Peter and many Popes.

The group also experienced an excursion outside the walls of Rome where it took them to Tivoli and the richly evocative ancient ruins of Hadrian's Villa and the Renaissance gardens of the Villa d'Este. The residence during this magnificent stay was the luxurious Hotel Raphael, located steps from the Piazza Navona and Pantheon.

Finally, KUSC members attended a number of concerts including a performance of the Orchestra & Chorus of the Accademia Nazionale di Santa Cecilia. German maestro Manfred Honeck leads them in Brahms' moving *German Requiem* with baritone Matthias Goerne and soprano Christiane Karg as soloists.



KUSC plans two tours per year—one during the fall and one internationally in the Spring. Tours are limited to a maximum of 25 travelers. If you are interested in receiving information regarding KUSC Tours, call 213-225-7400.

# KUSC Development

## Development Team



**Minnie Prince**  
Director of Development



**Kristen Sweetland**  
Major Gifts Officer



**Jaime Cisneros**  
Database Administrator



**Nicole Coe**  
Gift Processing Manager



**Susannah Hutchison**  
Gift Processing Coordinator



**Lilly Lau**  
Development Coordinator



**Dana Owens**  
Development Customer Service Coordinator

In 2014-15, KUSC generated the majority of its operating revenue thanks to the generous support of more than 40,000 members. Individual donations from listeners accounted for 73% of the station's operating budget.

KUSC development has continued to research programs that would make it easier for members to make contributions. Last year, KUSC continued to focus on its sustainer program and succeed in growing the program from 10,000 members to over 16,000 members who have agreed to support KUSC indefinitely. Thanks to the support of our sustaining members and new members, our membership continues to grow at a steady and consistent pace.

Along with our work on the sustainer program last year, we launched specialized customer service programs to provide you with the best experience possible. We enhanced our Car Donation program by establishing a concierge to assist members that donate vehicles. Through this effort, 2014-15 was the most successful car donation year KUSC has ever experienced — raising 100% over our anticipated car donation revenue.

We remain very humbled by the generous support of you and our listeners because YOU believe in the service that KUSC provides. It is because of this unwavering support that great classical music has a place on the radio at KUSC.

## KUSC Vehicle Donation

Do you have a vehicle that you're thinking of trading in or that you simply don't drive any longer? You can support Classical KUSC by donating your used car, motorcycle, RV, or boat. Just call toll free 1-877-KUSC-CAR (1-877-587-2227) for information and to schedule a pickup that's convenient for you.

# Leadership Circle

KUSC is honored to recognize members of the Leadership Circle who are committed to annually supporting the station's mission to make classical music and the arts a more important part of more people's lives.

*(List includes members as of October 11/9/2015)*

## President's Gold (\$25,000 +)

Anonymous (3)  
 Audrey Steele Burnand  
 Colburn Foundation  
 Geoffrion-Hamer Memorial Fund  
 Helen and Rob McMillin  
 Ronus Foundation

## President's Circle (\$10,000—\$24,999)

Anonymous (5)  
 Herb Alpert Foundation  
 Sara & Robert Cannon  
 Johnny Carson Foundation  
 Louise Grant Garland  
 The Norris Foundation  
 Christine Marie Ofiesh  
 Dr. Daniel Temianka  
 Flora L. Thornton Foundation

## General Manager's Circle (\$5,000—\$9,999)

Anonymous (8)  
 Dan Alvy  
 The Alec Baldwin Foundation  
 Bonnie and Frank Cruz  
 Jane Driscoll  
 DUNARD FUND USA, LTD  
 Lois & Robert F. Erburu  
 Ferguson Foundation  
 Gerald Franklin  
 Nancy and Jonathan Goodson  
 Barbara Grenell  
 William H. Kearns Foundation  
 The Negaunee Foundation  
 Gretchen and Randy Newman  
 The Don Yoder Foundation

## Producer's Circle (\$2,500—\$4,999)

Anonymous (55)  
 Mr. and Mrs. Robert Abeles  
 Robert and Melissa Alvarado  
 Gwen and Guilford Babcock  
 Brenda and Bill Barnes  
 Karen and George Bayz  
 Eve Bernstein  
 Linda Lee Bukowski  
 Keith and Carole Campbell  
 Michael P. Checca  
 Bobby and Krishna Daly  
 John and Priscilla Diamond  
 Norman E. DuFort  
 James P. Edmondson  
 Breck and Georgia Eisner  
 Suzanne Gemmell  
 Gerald Oppenheimer Family  
 Foundation  
 Beth Gertmenian  
 Anita Goswami and Tom Wilson  
 Donald P. Gould  
 Felix and Beverly Grossman  
 Frances Hamilton White Donor  
 Advised Fund at the Rancho Santa Fe  
 Foundation  
 Mr. and Mrs. Bobby K. Hanada  
 Renu Bhat-Hansen & Alex Hansen  
 Christine P. and William R. Harper  
 John Haut  
 The Hollywood Foreign Press  
 Association [HFFPA-Golden Globes]  
 James Newton Howard  
 Charlotte Hughes and  
 Christopher Combs  
 Barbara Jury  
 Mark Kadzielski, Esq.  
 Louise D. Kasch Donor Advised Fund at  
 the Rancho Santa Fe Foundation  
 Harry & Mayte Kilpatrick  
 Mr. Stuart Klabin  
 Carolyn and Charles Knobler  
 Linda and William Krantz  
 John Kusmiersky

Michael Leppen  
 Barbara and Gerald Levey  
 Lillian P. Lovelace  
 Sharon and Daniel Lowenstein  
 Heather MacDonald  
 Marilyn Magid  
 Royd Mahowald  
 Estelle Markowitz  
 Buzz and Barbara McCoy  
 Tom and Anne McKerr  
 Armine and Vahe Meghrouni  
 Jason Subotky & Anne Akiko Meyers  
 Kenneth and Linda Millman  
 Janice Miller  
 Audrey and Courtney Moe  
 Mr. and Mrs. Bengt Muthen  
 Alan & Abby Myerson  
 Ruth Nourafchan  
 Michael R. Oppenheim  
 Jean Oppenheimer  
 Ornest Family Foundation  
 Neal Pepper  
 Peggy Phelps  
 Sally Gerber Phinny  
 Ernest & Anne Prokopovych  
 Jerome & Toby Rapport Foundation  
 Susan F. Rice  
 William A. Sartain  
 Dena & Irv Schechter  
 Claire & Dr. Charlie Shaeffer  
 Edward & Helen Shanbrom Family Fund  
 William E.B. Siart  
 Deanne & Bill Simon  
 Christine Splichal  
 Max Stolz Jr.  
 Stephen & Barbara Straub  
 Joseph and Linda Svehla  
 David Takata  
 Don & Betsy Tarbell  
 Jan & Meredith Voboril  
 Robert D. Voit  
 Beatrice Volper  
 Lee Walcott  
 Bob and Judy Waller  
 Ramona Whitney  
 Marilyn Ziering

# Legacy Society

KUSC honors members of the Legacy Society, dedicated donors who have made planned gifts ranging from naming KUSC in their will or trust, to making KUSC a beneficiary of a charitable gift annuity. Many of these future gifts will be used to build an endowment to ensure that future generations are able to have classical music in their lives. If you would like information regarding membership in the KUSC Legacy Society contact Minnie Prince, Director of Development at 213-225-7534 or [mprince@kusc.org](mailto:mprince@kusc.org).

Anonymous (42)  
Dr. Barbara Ackermann, LCSW  
Carleen Anderson  
Barbara & Jerry Andes  
Roman N. Anshin, M.D.  
Nancy & Jim Bailey  
Christopher D. Baker  
Brenda & Bill Barnes  
Charles N. Baron  
Terry S. Bateman  
Allen Belkind  
Herbert M. Berk  
William J. Bryan  
Mrs. H.W. Bunger  
Jeremiah & Raun Burnham  
Dr. Leland S. Burns  
Bobbi Chifos  
Dr. Owen G. Clayton  
Nancy Coleman-Frank  
Edward & Lisa Cook  
Caroline DeMar  
John R. Oden and Mark Dizik  
Fantasia Fairchild  
Jeff & Theresa Ferguson  
Robert S. Field  
Delaine Flacy  
Jeanette Fraser

Dr. & Mrs. E. Peter Gabor  
John & Peggy Garvey  
Robert L. Glasser  
Mr. & Mrs. Howard Goetzman  
Meredith Goodwin  
Donald P. Gould  
David Grant  
Heinz Hanau  
Rod & Nancy Harvey  
Robert S. Helfman  
Scott Henderson & Martin Bray  
Vera J. Hirtz  
Annette Hochfeld  
Terrence Joseph Hughes  
Barbara Jury  
Trudy & Len Kapner  
Aleck Karis  
Steven Katz  
Nick J. Labedz  
Donald & Sharon Lafler  
Belina Lee Lazzar  
Dennis & Kathleen Lees  
William Earl Lentz  
Karl H. Loring  
Royd J. Mahowald

Alison Manheim  
Susan J. Marks  
Jim Michaelis  
Les Modie  
Mike & Lorraine Mohill  
Barbara & Maury Mortensen  
Donald Brian Murphy  
Bernard & Faye Pipkin  
Ernest & Anne Prokopovych  
Florence Ridley  
Francis D. Ripish  
In Memory of Charles Simon Sarkas  
Barbara & Ronald Schonfeld  
June Smith  
Max Stolz, Jr.  
Harvey and Evelyn Stone  
Joseph & Linda Svehla  
Robert Thurm  
Craig & Junior Vickers  
Margo Villanova  
Carole E. Walker  
Lois Warshaw  
Joemy Wilson and Jon Harvey

*\*List as of 11/9/2015*

# Supporting the Arts

KUSC continues to support the efforts of the arts, by providing office space to Arts for LA and the Los Angeles County High School for the Arts Foundation for eight and six years respectively.



Arts for LA is a nonprofit service organization working to foster a healthy environment in which arts and culture may thrive and be accessible to all in Los Angeles County.

Arts for LA advocates for increased support for artists and arts organizations; fosters dialogue among policy makers and the public about important issues that affect the arts; provides individuals with clear and direct ways to advocate for the arts in their community; and connects a diversity of arts stakeholders into a network of informed and mobilized arts advocates.



Arts for LA— Pictured—left to right.  
Charles Flowers, Tina Vega, Cristina Pacheco and  
Sofia Klatzker, Executive Director



**Arts High Foundation**  
*Proudly supporting LACHSA since 1985*

Los Angeles County High School for the Arts Foundation (Arts High Foundation) was founded in 1984 to promote the arts and the advancement of young artists by raising and distributing funds to establish and operate a public arts high school in Los Angeles County. LACHSA, a tuition-free, public arts high school, was established in 1985 on the campus of California State University, Los Angeles. Once LACHSA was established, the Foundation's mission shifted to bridging the gap between available State funding and the actual cost of running LACHSA's award winning, conservatory style arts programs.

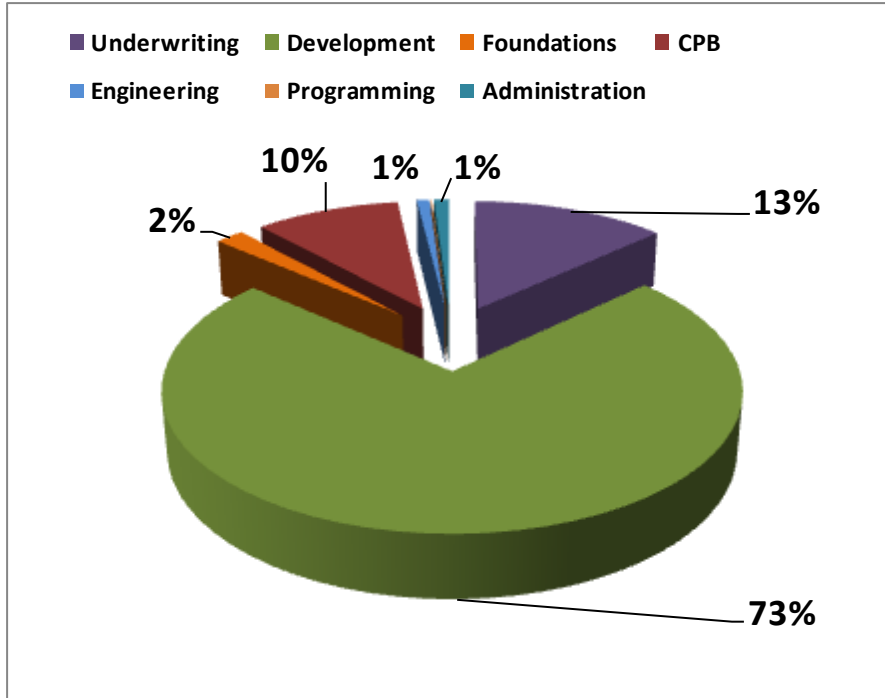


Executive Director  
Karen Louis

LACHSA is consistently ranked as one of the top arts high schools in the nation. Young artists at LACHSA win numerous local, state, and national awards for artistic achievements and are recruited by the finest arts colleges and conservatories in the nation, often times with full-ride scholarships. Singer Josh Groban, actress Jenna Elfman, visual artist Kehinde Wiley, playwright Josefina, and dancer Matthew Rushing are just some of the school's distinguished alumni. LACHSA continues to develop today's young artists into tomorrow's arts leaders.

# Financials

## Revenue



The majority of KUSC's funding comes from (73%) development/membership revenue. KUSC receives no funding from the University of Southern California. Federal funding, through the Corporation for Public Broadcasting (CPB), accounted to about 10% of budget revenue.

## Expenses

The two most important activities for KUSC are creating and broadcasting classical music programming. Together, programming and engineering comprised 59% of KUSC's operating budget. Development expenses comprised 24% and Administrative and Underwriting expenses made up the remaining 17% of the operating budget during FY 2014-15.

