

# 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.

**KUSC**  
CLASSICAL | *fm 91.5*

# Multiplatform Reach Across Southern California



## 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**  
CLASSICAL | *fm 91.5*

## 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: 17<sup>th</sup> to Early 20<sup>th</sup> Century
- Remainder is late 19<sup>th</sup> – 20<sup>th</sup> 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

***Over 300 Arts Groups, Museums, Performances, Events and Festivals have been showcased with KUSC broadcast and digital channels***

## Events, Broadcasts and Partnerships:

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

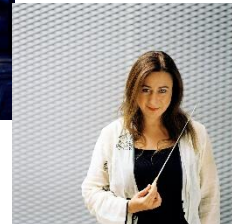
## Los Angeles Arts Ecosystem

**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



**KUSC**  
CLASSICAL | *fm 91.5*