

Local Content

Our overall goal is to nurture a love of classical music, inspiring people to make it an enduring part of their lives. We curate beautiful music, create compelling experiences and welcome all on the journey. All of this is in service to our community. We engage with our communities through our on-air broadcasts, via digital platforms such as live streams, website, apps, blogs, podcasts, Facebook, Twitter, live broadcasts, and through community events. We put additional resources to understand the needs of the communities we serve, and we are planning to build new services to deepen our connection with listeners.



Listeners participating in #MakeSomeJoy, a social media initiative encouraging listeners to create their own renditions of Beethoven's 'Ode to Joy'.

We deepened our outreach into the community in several ways. Key initiatives for KUSC and KDFC included Kids Discovery Days. We expanded from two special events to three, including Discovery Days at the Natural History Museum of LA County, the Bowers Museum in Santa Ana, Orange County and the Tech Museum in San Jose. These Discovery Days attracted thousands of children and parents and included several local performing arts partners such as the LA Opera singers, LA Chamber Orchestra, the Street Symphony Mariachi band, the San Francisco Conservatory, the Friction String Quartet, the Pacific Chorale, the Pacific Symphony and the Philharmonic Society of Orange County to name a few. We also provided space for other arts organizations to set up tables to build awareness of their activities in the local community.





Scenes from our Kids Discovery Day events.

In addition, we also held two Arts Leader Roundtables, convening leaders of several major arts organizations in Los Angeles and Orange County. The topic was “Community Impact of the Arts”. We partnered with many arts organizations through our on-air programming, including broadcasts featuring the LA Phil, Pacific Symphony, LA Opera, the LA Chamber Orchestra, the San Francisco Opera, San Francisco Symphony, the Philharmonia Baroque Orchestra, San Francisco Symphony Youth Orchestra and the Berkeley Community Chorus. We featured many of these organizations in our arts features which aired several times weekly. We also advocated for the value of classical music in the community through our participation in national organizations.

CPB funding is an essential resource for KUSC and KDFC. One key priority for USCRG was to understand our communities in a deeper level so that we could build a future plan that meets their needs. CPB financial support also helped support community outreach events such as Kids Discovery Days and allowed the creative community to provide quality programming to our audience.