



KDFC = RADIO =
POWER of SOUND = R.O.I.

*Radio is the Bay Area's
Largest Reach Medium*



87% of all Bay Area Persons 6+ LISTEN to AM/FM Radio every week!

- 6.3 Million people per week
- Each averaging 8 hours of listening/week
- This % does not vary significantly vs. 18-34, 35+, etc.

“Other” Bay Area Media’s Weekly Reach?:

- | | |
|-----------------------------|-----|
| ▪ Broadcast TV | 75% |
| ▪ Cable | 73% |
| ▪ Facebook (mo.) | 59% |
| ▪ Netflix | 56% |
| ▪ Any Daily Print Newspaper | 34% |
| ▪ Amazon Prime Video | 31% |
| ▪ Spotify | 24% |
| ▪ Pandora | 24% |
| ▪ Satellite Radio | 14% |

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.



Multiplatform Reach Across Northern California



KDFC Distribution

90.3 FM San Francisco/Berkeley/Oakland

104.9 FM Silicon Valley: San Jose/Peninsula

89.9 FM Wine Country: Napa/Santa Rosa

90.3 FM Los Gatos/Saratoga

92.5 FM North Bay: Ukiah/Lakeport

103.9 FM Monterey

KDFC.com

KDFC Mobile App

Classical KDFC is:

Multi-Platform: 6 FM radio frequencies, website and mobile app – available in cars, at home, at work, and on tablets, smart phones, wearables, desktops and laptops

Covering Northern California: From Monterey to Mendocino

HUGE: Over 700,000 monthly listeners, 40,000 opt-in email subscribers, 832,000+ monthly page views at KDFC.com, 25,000+ 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 SF MSA April 2019-May 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 KDFC 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: 17th Century to Early 20th Century
- Remainder is late 19th – 20th Century Melodic pieces, Vocal, Contemporary and Movie Music

Status:

KDFC is the Bay Area's ONLY Classical music station, delivering a coveted, highly educated and engaged, culturally active audience and community

...The influential LEADERS, THINKERS and ACHIEVERS that fuel the Bay Area's innovative culture and economy

Community and Arts Ecosystem



KDFC Radio Community

- **29,350** Members/Donors
- **\$5.5 Million** in annual listener support
- **656,300** monthly listeners on FM signals
- **140,745** monthly unique streaming listeners
- **40,000** email opt-in database members
- **832,422** monthly page views at KDFC.com

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

Events, Broadcasts and Partnerships:

KDFC Kids Discovery Days

Opera in the Park

Philharmonia Baroque

Dianne's Top 5

Bay Area Mix

Ode to Joy

Play On California

San Francisco Performances presents the KDFC Salon Series

At Home With...

San Francisco Symphony

Opera at the Ballpark

State of The Arts

Local Vocals

Modern Times

From the Top

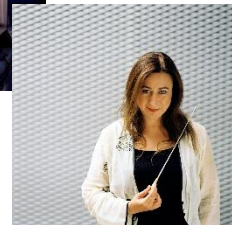
Bay Area Arts Ecosystem

700+ Arts Organizations

Symphony Orchestras, Theatre Groups, Operas, Museums, Vocal & Choir Groups, Dance and Ballet

1 in 4 are **MUSIC** Organizations

21,500,000 annual attendees



 **KDFC**
SAN FRANCISCO CLASSICAL