



KCLU broadcasts in Ventura and Santa Barbara counties.

ON THE AIR



The movement to establish an FM radio station at Cal Lutheran began in 1976, but it took nearly 20 years before the National Public Radio station KCLU FM went live on October 20, 1994.

CLU applied to the Federal Communications Commission for an FM license the first time in 1976 but was turned down because of a Mexican-American agreement. Determined to establish a radio station, the University started KRCL, a student-run radio cable station, the following year but never lost sight of its goal to establish an FM station. Subsequent applications in 1987 and 1990 finally resulted in the FCC granting CLU a construction permit on the last available educational frequency in Southern California, 88.3 FM.

While CLU administrators and radio staff worked to find a site to erect a radio antenna, the Board of Regents voted to fund an NPR station at CLU. Although they considered less expensive alternatives, the Board decided



In KCLU's first decade, it was named radio station of the year and won more Golden Mikes than any radio station in Southern California.



on a professionally staffed station with programming that would be of high quality – one that would reflect the lofty standards of the University.

The months preceding the October 20, 1994, sign on were filled with anxiety – the studio was not built; the equipment was not on site; there were no CDs, no on-air volunteers and no furniture. But what was lacking in amenities was made up in the passion and determination of the station's first three full-time employees, its volunteer engineer and the unqualified support of the University's leaders.

On the designated date to go on the air, the station staff waited nervously for a phone call from the FCC giving the official word that KCLU could start broadcasting. When the call came, President Luther Luedtke and radio legend and poet Norman Corwin took the stage and officially tuned in KCLU. Besides offering national and local award-winning programs, KCLU also provides Cal Lutheran students with credible, practical experience in the areas of broadcasting, marketing/sales and news writing.

From its beginning, KCLU brought live concerts to venues throughout Ventura and Santa Barbara counties.



Radio legend Norman Corwin (l) and CLU President Luther S. Luedtke “switch on” the area's first NPR station in 1994.

Since its launch, the station has seen phenomenal growth. KCLU broadcasts 24 hours a day to a continuously increasing audience. In 1998 the station's signal was expanded to Santa Barbara County, and in 2004 another broadcasting studio was constructed in Santa Barbara.

KCLU has developed a stellar reputation for local news and has been recognized by many news organizations including the Radio and Television News Directors Association, Associated Press and Los Angeles Press Club.