

Second Annual College Radio Day

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Did you know that Long Beach City College has two radio stations? Is the name Jim Ladd familiar to you? Well, nestled in the quaint campus of LBCC are two wonderfully eclectic, student-run, internet radio stations, KLBC and KCTY. And Jim Ladd, a radio student at this institution back in the late 1960s, went on to become one of the most popular DJs in the L.A. market over his 40-plus year career. KCTY and KLBC have launched the careers of many other radio personalities over the decades, and given hundreds, perhaps thousands, of producers, writers, engineers, and other behind-the-scenes radio employees their start as well.

KLBC and KCTY are preparing for an October 2 spectacular: The 2nd Annual College Radio Day—a worldwide celebration of college radio with more than 450 stations participating and more coming on board every day. We'll kick things off with a four-hour musical simulcast with special emphasis on local artists and bands. Already inked to appear are solo acoustic artist

Chelsea Parodi

, folk rockers

Paper Kites

, new wave band

Crush 333

, pop rocker Jennifer Corday and acoustic artist

Chowdy

. Following the simulcast, both stations are preparing special programming for the entire day. The celebration will feature special in-studio guests as well as periodic updates from other college radio celebrations around the globe. Check back for more information as College Radio Day continues to take shape, or visit

www.collegeradioday.com

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