

## College Radio Day!!

Written by Nathan Fineman

Saturday, 08 October 2011 17:04 -

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KLBC 1610AM will be participating in this event. Be sure to Tune In on Oct. 11 2011!

The aim of College Radio Day is to raise a greater, national awareness of the many college and high school radio stations that operate in North America by encouraging people who would not normally listen to college radio to do so on this day. It is hoped that those people who do tune in like what they hear and become regular listeners. The organizers of College Radio Day believe that college radio is one of the last remaining bastions of creative radio programming, free from the constrictions of having to be commercially viable, and a place where those involved in its programming believe passionately in its mission. College radio is the only free live medium brave enough to play unsigned, local, and independent artists on a regular basis. Indeed, many famous and successful bands today, owe their initial break to being played on college radio. Put simply, college radio is an important part of the North American media landscape because of its unique and fearless programming.

Check out [CollegeRadioDay.com](http://CollegeRadioDay.com) for further Details...