

## William Lueth

10 Madrid Court – Danville, CA 94506  
wblueth@gmail.com

Home: (925) 648-4969  
Cell: (415) 350-5395

### Radio Executive

*On Air Talent / Program Director / Operations Director / Director of Innovation / General Manager*

#### PROFILE

30-year career in public and commercial radio that reflects pioneering experience, record-breaking performance and community impact in classical radio. Additional significant experience understanding audiences in country, rock and news/talk radio formats. Unique and comprehensive industry experience established through the successful transition from working in public radio to commercial radio, then back to public radio. Known for building and motivating cross-functional teams that exceed expectations. National reputation for growing audiences that lead to increased donor and sponsorship support.

- Multiple Community Service Awards
- Outstanding track record helping to convert a commercial station to a listener-supported station over a short time period
- Significant success building audiences in Los Angeles, San Francisco, and Phoenix
- Recognition and track record of outstanding leadership and cultivating a high-performance culture.

---

#### PROFESSIONAL EXPERIENCE

**USC Radio Group, KUSC -LA/KDFC-SF**

**January 2011-present**

##### **President -KDFC/Vice President-USC Radio Group**

Assist in creating vision and executing the strategic plan for the radio network in California. Day-to-day supervision of KDFC operation including building a positive workplace culture that achieves consistent and meaningful results. Effectively cultivate relationships and partnerships with key members of the community.

##### **Key Achievements**

Successful relaunch of KDFC as a non-profit station. Revenues in the black within 2.5 years.

Drove the strategy and execution for adjusting KUSC's programming philosophy to be more inclusive of a broader audience, resulting in a 20% increase in weekly audience within 18 months and accomplished within a change-resistant culture.

Improved long-term negative team culture in Los Angeles division by leveraging the successful positive culture in the San Francisco division. Trust building and improved communication have helped the organization work more effectively in finding cross-platform solutions.

Achieved 20% improvement in underwriting goals in Los Angeles and 30% improvement in San Francisco through a combination of resetting station values, and hiring the right people.

Created brand new music education and outreach initiatives for the USC Radio Group. These

include the *Local Vocals High School Sing-off*, the *Kid's Discovery Days* at local museums, the *Playground Popup* concerts at inner city schools, the alternative classical channel among others. These programs are designed to diversify and grow the audience, make a more tangible impact in the local community, and identify future talent for our industry and operations.

Created concept for establishing the verbal brand of the USC Radio Group to begin to use the power of a larger brand for fundraising purposes, and to further the merger of the cultures of our Northern and Southern California divisions. Advanced greater efficiency in the music department for our network of stations, and helped strategize our current membership drive approach which led to significantly improved results with fewer on air fund drive days.

Successfully transitioned commercial team to public radio approach after USC acquisition in January 2011. Learned and observed key tenants of non-profit work and led the team in successfully adjusting to this new business model. KDFC has outperformed expectations on all significant fronts including fundraising, audience building, underwriting revenue generation and respect as the 'good guys' in the arts community and community at large.

### **Programming Consultant**

**2013-present**

Led programming changes at various radio stations. One long-term client, KBAQ in Phoenix, was in serious trouble with ratings and revenue when I began working with them in 2012. Today the station is the highest-rated major market station in the country and on firm financial footing.

**PRPD** – Executive board member of the Public Radio Program Directors Association which serves the content producers of public radio through training, national surveys, and an annual national conference.

**SRG** – Member of the Station Resource Group which includes General Managers of top public broadcasting entities to serve stations who are tackling major industry challenges and vision. *Classical Music Rising* is special project from this group that strives to raise performance and awareness of classical radio in America. Currently serving on the Making a Case for Classical committee.

### **Entercom – San Francisco**

**2007-2010**

#### **Program Director – KDFC**

Successfully transitioned core team through the economic crisis of 2008, the takeover of the station from another commercial owner, and a significant change in the way American radio was evaluated.

Maintained the strongest ratings among classical stations in the country.

Created new innovative broadcast partnerships with local arts groups including San Francisco *Opera in the Ballpark*, San Francisco Symphony, and others.

### **Bonneville International – San Francisco**

**1997-2007**

#### **Vice President of Operations and Director of Innovation and Strategic Creativity**

Managed programming, promotions, production and marketing for Classical KDFC, MaxFM 70s/80s pop rock, and 95.7 The Bear country music radio.

Drove record ratings for the classical station which achieved the number one rated music station in the fall of 1999 and the fall of 2000. Through focused execution of research, product creation and marketing, KDFC became the most successful classical station in America in audience development and revenue generation.

Received national recognition for community service of the classical and country stations.

Managed format change and complete staff turnover when country station became pop rock.

Created TV and outdoor advertising campaigns for multiple formats.

As a member of the small format committee for corporate, reviewed market research to help determine format changes in various markets.

Achieved number one status for employee engagement among all work groups in the company through Gallup workplace analysis.

**Morning on air host for KDFC** **1997-2003**

**Group W/CBS**

**KPIX FM – San Francisco** **1994-1997**

News anchor on talk station including during the OJ Simpson trial and managed weekend staff.

**Buckley Broadcasting**

**KKHI FM – San Francisco** **1989-1994**

Program Director and midday host of classical station.

**Nebraska Public Radio**

**KUCV FM. Lincoln, NE.** **1986-1989**

Program Director and midday host.

**AWARDS**

2004 Bonneville SF Presidential Award for employee of the year

2004 & 2005 National Association of Broadcaster's Marconi Award for Best Classical Station in America

2004 National Crystal Award for outstanding community service - Classical KDFC

2006 National Crystal Award for outstanding community service - KZBR The Bear (Country)

2004-2010 7-time winner of Best Radio Station in the Bay Area - SF Magazine readers' poll

## **EDUCATION**

### **University of Nebraska**

Master of Music in Opera Performance

### **Bonneville International Leadership program**

One of three picked for senior leadership training. Mentored by the CEO and COO of the company, and general managers across the country.

### **National Association of Broadcasters Executive Training program – Georgetown University, Washington D.C.**