



May 1, 2026

Classical California's Bill Lueth To Retire After 38-Year Career.



Bill Lueth, president of “Classical California” — KUSC Los Angeles (91.5) and KDFC San Francisco (90.3) — will retire at the end of June, concluding a 38-year career that helped reshape classical music broadcasting both in California and nationwide.

Lueth has spent nearly three decades in leadership roles at KDFC and worked closely with KUSC over the past 15 years, playing a key role in expanding the reach of classical radio. He was instrumental in [bringing the two stations together](#) into a unified broadcast and digital platform, now reaching more than 2 million listeners and considered the largest classical music radio service in the U.S.

“Bill’s commitment to making classical music accessible to everyone has shaped Classical California in lasting ways,” said James Muhammad, President of KDFC/KUSC. “He helped grow our audience, deepen our community impact, and position Classical California for continued success.”

Lueth began his career in 1986 at KUCV while studying opera, later joining San Francisco’s KKHI as a morning host and program director. He went on to work in news at KPIX and CBS Television before joining KDFC in 1997, helping it become the top-rated music station in the market by 1999.

After KDFC's acquisition by the University of Southern California in 2011, Lueth was named president and led its transition to a nonprofit model. He also spearheaded a \$7.5 million fundraising campaign to expand coverage into San Jose and Silicon Valley, oversaw integration with KUSC and guided the station's move to the San Francisco Conservatory of Music.

Lueth was inducted into the Bay Area Radio Hall of Fame in 2021 and is a multiple recipient of the Marconi Awards, recognizing excellence in broadcasting.

NEWSLETTER BELOW

From: Inside Radio <radionews@insideradio.com>
Sent: Friday, May 1, 2026 5:01 AM
To: Rik Malone <rmalone@kdfc.com>
Subject: AM/FM Radio Positioned To Win Big During 2026 World Cup



Friday, May 01, 2026

Classical California's Bill Lueth To Retire After 38-Year Career.

A longtime leader in classical radio is preparing to sign off after nearly four decades in broadcasting. Bill Lueth, who helped transform classical music radio into a broader public media service, will retire at the end of June after leading major growth and integration efforts across California's leading classical stations. [READ MORE](#)