

FM Radio—On the Move

KETO KGFM KIXI KING KIRO KBLE KISW KLSN KMCS KOL KRAB KUOW KFKF

By **MARTY LOKEN**
Radio Editor, The Times

Although many Seattleites may not be aware of it, the fastest-growing medium of communication in America is FM radio, a high-frequency broadcasting system once referred to as "FM, the Forgotten Medium."

Statistics bear out FM's fantastic growth in recent years. In 1956, there were 528 outlets on the air in the nation. Today, this figure has skyrocketed to 1,371, not including the educational FM stations.

One of FM's finest selling points in the Seattle area is its diversity. Set owners in this area have their choice of 13 stations, offering programs which include classics, jazz, folk music, pop tunes, music from other lands and talk shows running the gamut in subjects from bird-watching to H-bombs.

FM's popularity can be traced to several sources: The distortion-free and static-free system, the wide scope of programs, the infrequency of commercials or its added dimension of FM stereo.

Whatever the reasons for FM's increased listenership, it remains clear that frequency modulation is modulating in only one direction—upward.

With this in mind, The Seattle Times today devotes a special section to FM—the aristocrat of the radio spectrum.

PIONEER OUTLET:

KISW Offers Classics, Soft-Sell

KISW, Seattle's oldest FM outlet, is the only radio station in the Northwest which devotes its full broadcasting day to classical music.

The station offers a full range of classical music (much in stereo), including concertos, orchestral selections, chamber works, choral music and operas. KISW's programming format balances Baroque and Contemporary styles with the Classical, Romantic and Impressionistic.

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AM

FM

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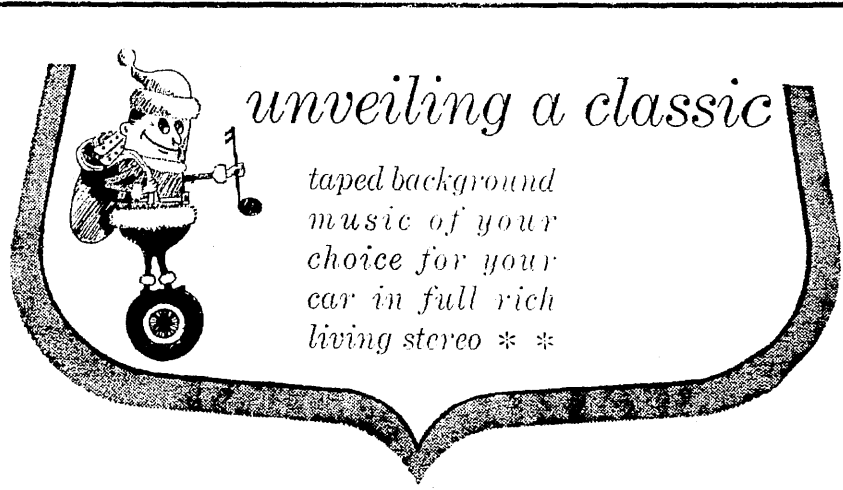
'World Festival Day' Due on KING

KING-FM's fourth annual World Festival Day, featuring concerts recorded at some of Europe's most important 1964 music festivals, will begin Saturday, December 5, at 9:05 o'clock in the morning.

The 16-hour marathon "tour" will include concerts from England, Germany, Austria, France, Finland, Switzerland, Czechoslovakia and Belgium.

Highlights include six world premieres—two from Flanders and four from the Lucerne Festival—as well as the first broadcast performance of a new work by Benjamin Britten from the Aldeburgh Festival.

Some of the featured performers will be Wilhelm Backhaus, Leonid Kogan and Elisabeth Schwarzkopf.

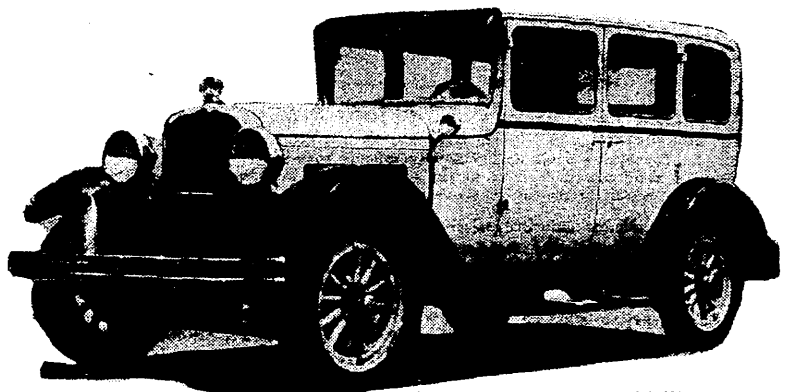


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