

Group Aids FM's Cause In Seattle



A. J. (BLONDY) STAHMER

The Greater Seattle FM Broadcasters Association, a group formed to further the cause of FM radio in this area, is headed again this year by its president, A. J. (Blondy) Stahmer.

Stahmer, known to many as "Mr. FM," serves as general manager of KMCS-FM, Seattle's market-casting station.

Jim Wilke, operations manager of KING-FM, is the organization's secretary.

Other officers include Doug Setterberg, sales manager of KETO - FM, who holds the post of treasurer; and Cortlandt Clark, general manager of KLSN-FM, the association's director.

Stereo Abounds

FM stereo is heard over four Seattle FM outlets — KFKF (92.5); KLSN (96.5); KISW (99.9); and KETO (101.5).

At Home, In Market, It's Still KMCS

KMCS-FM, Seattle's Market-Caster outlet, is a radio station with a split personality.

To many Northwest FM fans, it is a station that offers light standard tunes for 18 hours each day.

But to others, whether they realize it or not, KMCS, presents the background music heard in more than 300 Northwest-area supermarkets.

Founded in 1953, the outlet has expanded rapidly in the FM field. Because the FM transmission band is wider than AM's, allowing for multiple transmitting, KMCS can broadcast to a home audience and supermarket chain simultaneously. Carrying it further, the station will soon offer multiplex stereo.

KMCS is also interested in attracting young people into the food industry. Two years ago the company developed a scholarship in conjunction with the University of Washington's college of business administration.

The outlet's studios are located at the Edgewater Inn, and interested listeners may see a radio station in action by viewing the announcers and equipment through a glass wall next to the KMCS offices.

FM Increase

Statistics bear out the fact that FM Radio has made giant strides in recent years. Take the number of FM outlets on the air in recent years, for instance:

1958	577
1959	671
1960	813
1961	956
1962	1,078
1963	1,117
1964 (mid-year)	1,371

KETO-FM

'Familiar Album Sound' Moves Into Fifth Season

Two months ago, KETO-FM began its sixth season of "familiar album" programming, and its third year in the added dimension of FM stereo.

With its FM transmitter, located atop Cougar Mountain, KETO-FM has grown technically from 10 kilowatts ERP (effective radiated power) to 40 kilowatts, serving an area from British Columbia to the Oregon border.

In the field of FM stereo, the outlet has increased its stereo programming from a few hours each evening to 11 hours each broadcast day. KETO presently offers music in the three dimensions (AM, FM and FM stereo) from 2 o'clock in the afternoon to sign-off.

KETO - FM features spe-

cial stereo programs at 7 o'clock each evening of the week, including such presentations as Voices in Stereo, Hollywood Sound Stage, Famous Show Tunes, Stereo Goes Latin, Live Concert and special stereo broadcasts of late album releases.

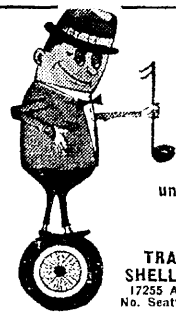
On Friday and Saturday evenings, the station presents Dixieland Show at 8 o'clock, and Dancetime from 9 o'clock at night to 1 o'clock in the morning.

KETO - FM is located at 101.5 megacycles.

FM's Simulcasters

KOL-FM, KIRO-FM, and KIXI-FM are in a separate category in Seattle FM—all three are full-time simulcasters.

As simulcasters, the outlets broadcast programming identical to their AM brothers, KOL-AM, KIRO-AM and KIXI-AM.



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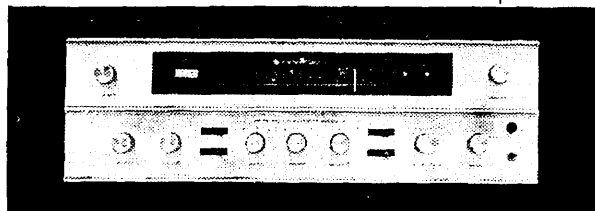
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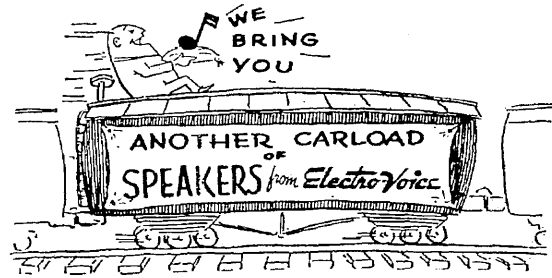


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