

# Broadcasters Get Training At KUOW-FM

Most broadcasting stations try to hold on to their top talent, but the University of Washington's educational FM station, KUOW, is proud that more than 100 former staff members have "left" and work for other radio and television stations.

Training for broadcasting work is the purpose of KUOW. As a workshop it has proved to be as effective as the station's programming has been a source of good listening.

AT A RECENT SEMINAR for broadcasting newsmen, one out of three received his introduction to programming in KUOW's student-manned newsroom.

Other graduates of the newsroom have wandered even farther afield, one of them now entering his fourth year on the news staff of one of Hollywood's top television stations.

KUOW graduates' voices are heard on many of Seattle's AM and FM stations, as well as in television. Three of the Brothers Four were staffers of KUOW before they became singers.

Many other KUOW staff members who coupled their training for radio with crewmanship at the University's television station, KCTS, have found their way into television.

# Firms Say FM Pleases Customers

FM radio with fewer commercials and long segments of uninterrupted good music, is offered as a customer service in places ranging from art galleries to furniture stores.

Shipman's, in Bellevue, reports that for about a year the firm has been installing in business houses special FM tuners that double in brass as paging systems. George Shipman, owner, estimated that about 100 of the units have been installed in the past year.

Shipman said firms installing the systems have been delighted with the addition of the FM programs and have received numerous favorable comments from customers and employees.

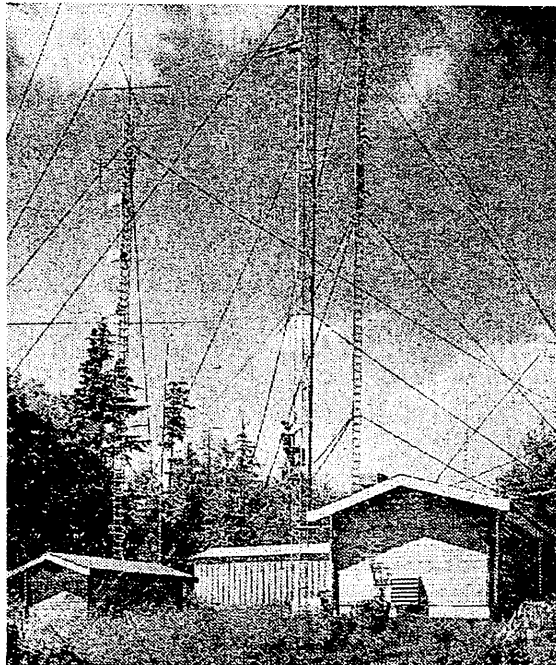
# Serious Jazz Finds 'Home'

Serious jazz listeners, never casual in their approach to music, have found a "home" in several Seattle FM stations that consider jazz an equally serious matter.

KLSN programs 16 hours of jazz each week. This is "more than any other radio station, FM or AM, in the state," Cortlandt owner, said.

KGMJ is another FM station that offers serious jazz, late in the afternoon. Its jazz programs are arranged out of New York by Martin Williams, jazz authority.

# FM-Radio Transmitters On Cougar Mountain



Dwayne "Red" Priser climbed KGMJ tower on Cougar Mountain to look over a fitting. Nearly half of all FM signals in the Seattle area originate from the 1,000-foot mountain, east of Lake Washington and south of Bellevue. Since FM radio, like TV, transmits on line of sight, towers must be high above the terrain to get maximum range. Four stations, KETO, KGMJ, KLSN and KHCS, have their transmitters here on "antennae hill."

# FM Listeners Prefer Convenience Foods

A recent Politz survey of the West Coast showed that the FM-listening housewife is more likely to be a user of instant or ready-mix foods than her counterpart in a home without an FM set.

The study showed that housewives in FM homes are 24 per cent more likely to use instant coffee and 28 per cent more likely to buy prepared cake, pie crust, pancake or biscuit mixes than housewives in other homes.

They also are 11 per cent

more likely to use canned soup, and 9 per cent higher in the use of ready-to-eat dry cereal.

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# Interest In FM Tuners Increases

Buyers of high-fidelity music systems have changed their attitudes on FM, according to a Seattle music-specialty house.

"As recently as two years ago there was limited customer interest in FM tuners," Oliver Runchey, president of Electricraft, Inc., said. "Now it is difficult to sell a music system unless it includes an FM tuner."

# KLSN Party Big Success

When somebody invites FM listeners to a party — triple the orders for coffee and cake — because they are very likely to show up.

KLSN learned this last summer when the station held open house in its University Village studios. They expected a dozen. More than 250 arrived. The office was jammed.

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# New Station Near Completion

KOL-FM, a new station, will show up soon on the FM dials of Puget Sound listeners.

Engineers have nearly finished installation of the station's FM transmitter in the station's studios on Harbor Island. KOL-FM's transmitting antenna is on top of the station's regular tower, also on Harbor Island.

KOL-FM will be simulcasting the same programming now heard on KOL-AM. Later the station will feature best-selling album music.

KOL-FM will be heard on 94.1 megacycles.

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