

KUOW PUSHERS: Producer, Manager Check on Music



BACKERS OF FM: Dr. Stanley Chapple, right, University of Washington music producer, one of the original backers of a university radio station, conferred with Kenneth Kager, KUOW manager, as the musician looked over the outlet's record library. Among others who pushed for the station more than 12 years ago were Profs. Glenn Hughes and Horace Rahskopf, of the drama and speech departments, and H. P. Everest, then head of the School of Journalism.

FM Radio to Surpass AM In 1970's, Study Predicts

FM radio will surpass AM in the 1970's, says a report by the Harvard Graduate School of Business Administration.

Harvard based its projection figures on Federal Communications Commission broadcast data and showed that the percentage of FM revenues to total radio advertising revenues will continue to grow at a 33 per cent rate — the percentage of 1956-61.

The Harvard study also took cognizance of the fact that there is a swift increase in the demand for FM receivers which forecasts FM - set production overtaking AM-set making by 1968.

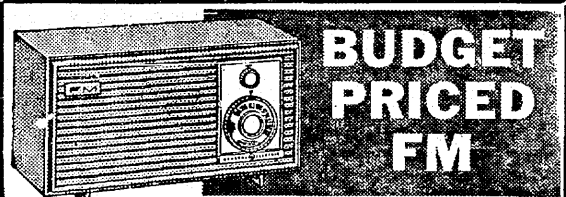
If the Harvard projections come true for United States production, American homes will be dominantly FM

homes, and a new medium will be living up to the dreams of its pioneer owners and engineers. The German and Japanese imports of FM sets would increase the figures even more.

Harvard also looked at the number of FM stations on the air. From the figure of approximately 500 stations operating in 1956 the study predicts a total of 3,200 FM stations between 1970 and 1975.

The Harvard study is important to prospective purchaser of radio sets. They should realize that if, today, they buy an AM-only radio, they are buying only half a radio, say the FM broadcasters.

Seattle has three FM-stereo stations — KLSN, KISW and KETO.



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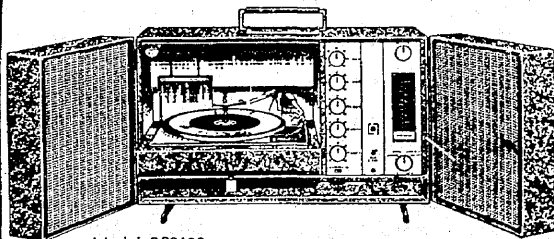
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Antennas Solve Stereo Problems

There is a component part of an FM stereo system which often is overlooked by the consumer (and which is of large significance in finer FM reception). Namely, the antenna.

As one broadcaster recently stated: "It's just as true today as it ever was that a component system is only as good as its weakest link. Component buyers are installing systems all the time containing an FM stereo receiver—and no FM antenna at all. Just as you lose the high frequencies if you install a \$3 cartridge in a fine component system, you lose much of the benefit of a quality tuner if you do not include an antenna when you buy an FM set."

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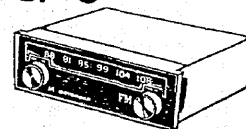
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