## RADIO IN 1963

# A Year of Promise, Flux and Failure

By MARTY LOKEN

The year has been another one of flux for many Seattle radio stations. Some have prospered. Some altered their formats. Some have been newly formed. Others, in this saturation-point market, have fallen by the wayside.

The earliest alteration of the year came about in April, when KAYO-AM, until then an affiliate of the Mutual Broadcasting System, became "Country KAYO"—a full-blown country-Western outlet. The move, as foreseen, proved to be the best thing (financially) that has happened to the embattled rock-'n'-roll station.

**Shortly after the KAYO switch, the team of Mark Goodson and Bill Todman purchased another rocker, KOL AM-FM. Under new management, the station has upgraded its programming (both music and news) considerably.**

Another major change hit KGMJ-FM, formerly an all-classic Heritage-network affiliate, which was merged with KIXI-AM to form a simulcast of the latter station. KIXI, as always, airs middle-of-the-road and semi-classical tunes.

KIRO Television and Radio and KTW-AM also were sold during 1963, but no major changes are expected at either camp for some time.

Two new radio outlets, KREN-AM and KBVU-AM, have joined the ranks recently; the first in Renton and the second in Bellevue. KREN is a daylight-only station on 1420 kc., and KBVU is heard on 1540 kc.

**KBVU has billed itself as "The Lively Arts" station and, as such, has an ambitious, wide-ranging format planned.**

Some final alterations in Seattle's radio scene included the silencing in December of KZAM-FM, a Negro-oriented rhythm and blues outlet, and the name change of KNBX-AM to KBLE-AM last Tuesday. As KBLE ("Cable"), the station will make only one significant change—the addition of an FM band early in 1964.

Now that we have briefly covered the businesslike status-quo end of radio in 1963, let us look at the more encouraging programs aired during the period.

**In the area of special programming, some of the finest offerings were heard on the FM stations. And of the FM outlets, many stimulating broadcasts were presented on KING-FM, KLSN-FM and KRAB-FM.**

Some of the more refreshing shows heard in 1963 on KING-FM were, for instance, Jazz from the Penthouse, broadcast live and direct from the local night spot; Toscanini—Man Behind the Legend, from N. B. C.; "The Bomb," a special B. B. C. study of possible nuclear attack, and "Brecht on Brecht," a World Theater dramatization also from the B. B. C.

These were all fine offerings, but KING-FM's pride and joy was the third annual World Festival Day, a 16-hour marathon of concert music recorded at the major European festivals of 1963.

KLSN-FM, along with 44 other member stations of the coast-to-coast QXR Network, made broadcasting history in March with the premiere of "Stereo Drama," which did a remarkable job of blending good sound and good drama in one package. The opening play, "The Turn of a Screw," starred Agnes Moorhead. Subsequent offerings featured such players as Peter Ustinov, Joseph Cotten, Cyril Ritchard, Dina Merrill and others.

Another high-rating KLSN program, the Boston Symphony Orchestra series, began in late May. The outstanding orchestra is under the baton of Arthur Fiedler, who has become as familiar a figure to Bostonians as the Old North Church.

**We could not hope to condense KRAB-FM's kaleidoscopic broadcasts into one, short paragraph: Let it suffice to say that KRAB has, on occasion, turned out some fascinating commentaries, provocative panel discussions, and interesting (offbeat) musical programs in its first year of listener-supported operation.**

One of the most ambitious locally-produced special offerings of the year was heard April 1 on KOMO-AM when the station suspended all regular programming for six hours to present "Cancer on the Spot," an in-depth study of research being conducted against the disease. Emanating from the University of Washington research centers, Virginia Mason Hospital and the KOMO studios, the documentary featured Dave Robinson, Mike Weide, Don Cannon, Katherine Wise and Marty Camp as interviewers.

A nod also should go to C. B. S. Radio and its branch office, KIRO AM-FM, for the enlightening network and local programs aired during the past year. Face the Nation, Invitation to Learning and the live Metropolitan Opera broadcasts stand out on the network level.

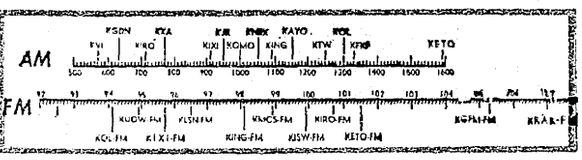
Throughout the year, KIRO produced many regionally-oriented series which attempted to deal with our city and state problems. Outstanding examples are "Neglected Children," "Will the Legislature Act?" "How to Buy a Home," the Repertory Theater series, "High-School Dropouts," "The Lady is Restless," "Basics or Frills in Education," and "The Cutlet Curfew." The last series dealt with the 6 p. m. closing time on meat sales, and drew 7,000 letters of comment.

**Our vote for best entry of the year from KIRO goes to Jim French for the two radio plays he wrote, produced and directed in August—"Rembrandt" and "Concerto for Charlie."**

Another nod to KXA-AM for obtaining (without a sponsor in sight) the live-and-direct New York Philharmonic broadcasts, which C. B. S. dropped after 33 consecutive years.

Although the aforementioned projects are to be commended, radio put forth its finest effort in reporting the assassination and burial of the late President Kennedy in November. During that dark week-end, radio—and all other mediums—clearly restated their value to listeners everywhere.

# RADIO LOGS




## AM STATIONS

### KVI—570

(Broadcasts 24 hours. News on the hour.)

**Sunday**

6:00 Paul Barr
7:00 Layman's Hour
7:30 Don Smoot
7:45 Morlan Forum
8:00 Wrld Tomorrow
8:30 Three Sides of "Law
9:00 Paul Barr
11:00 Dave Clarke
1:00 Johnny Carver
6:00 Lloyd Allison
7:25 Talem Hockey
12:00 Don Fuhrmann

**Monday**

5:00 Farm Show
6:00 Al Cummings
9:00 Dave Clarke
noon Lou Gillette
12:10 Johnny Carver
5:30 Perry Allen
5:45 Dave De Soto
5:55 Walt Brown
7:00 Jack Morton
12:00 Fuhrmann

### KGDN—630

**Sunday**

7:00 Songfest
7:30 Broken Bread
8:00 Faith Hour
8:30 Lutheran Hour
9:00 Bible Class
9:30 Living Hymns
10:00 Sacred Concert
11:00 Ballard Baptist
noon Concert
1:00 Showcase
2:00 Revival Hour
2:30 Calvary Voice
3:00 Revival Time
3:30 Decision
5:00 African Report
5:30 Songsters
6:00 Broken Bread
6:30 Songs of Heart
7:00 Theater
7:30 Songs of Life
8:00 Men of World
8:30 Sign Off

**Monday**

6:00 Strength
7:00 Heaven Home
7:30 Chapel Hour
8:00 Fellowship
8:30 Garden Echoes
9:00 Back to Bible
9:30 Vision, Inc.
10:30 Biola Hour
11:00 Haven of Rest
noon News
12:15 Thru Bible
2:15 Bit of Heaven
2:30 Faculty Forum
3:00 The Word
3:45 Swap Shop
4:00 Teen Tips
4:45 Motoring Music
6:05 Candlelight
7:00 Songs of Life
8:30 Sign Off

### KIRO—710 (C. B. S.)

(News, Sports on the hour.)

**Sunday**

6:40 Weekend
7:30 Church of Air
8:00 Light of Life
8:30 Revival Hour
9:00 Prophecy
9:30 Tabernacle
12:30 Face Nation
1:00 Italian Hour
2:10 Philharmonic
5:35 Cap Cloakroom
6:15 Dr. Einstein
6:30 Invitation to "Learning
7:15 Science Editor
7:35 Univ. Explorer
8:30 Alex Kendrick
9:30 Bible Study
10:00 Vespers
10:30 Decision Hour
12:00 Sign Off

**Monday**

6:00 Jim French
9:35 The Men
10:00 Arthur Godfrey
11:10 Garrie Clune
11:15 Dear Abby
12:15 Cecil Solly
2:30 House Party
1:10 Hollywood
1:15 Roundtable
1:30 Women's World
3:00 Lowell Thomas
5:30 Stock Market
5:45 Commencement
6:00 CBS News
6:15 KIRO Dinner
8:00 World Tonight
10:30 Wrld Tomrrw
11:00 Bill Carter's "Party Line
3:00 a. m. Sign Off

### KXA—770

**Sunday**

6:00 Inspiration
6:15 Overture
7:15 St. Francis
8:00 Inspiration
9:00 Symphony
11:00 Curtain Call
noon Strings
1:00 Promenade
2:00 New York "Philharmonic
4:15 Sign Off

**Monday**

5:00 Inspiration
5:15 Overture
9:00 Symphony
10:00 Concert Hall
11:00 Sounds of "Christmas
noon Symphony
1:00 Promenade
3:00 Limelight
4:00 Stock Market
4:15 Sign Off

### KIXI—910

**Sunday**

5:00 Allegro
7:05 Forum
10:00 Spectacular
4:00 Limelight
7:00 Candlelight
8:00 Starlight
10:00 Dave Ballard
12:00 Meditations
12:05 Moonlight

**Monday**

5:00 Allegro
7:30 Smith (News)
9:00 Melodies
1:00 Matinee
5:00 Limelight
5:30 Stoke (News)
7:00 Candlelight
10:00 Starlight
12:05 Moonlight

### KJR—950

**Sunday**

6:00 scrapbook
6:15 Lee Perkins
noon Dick Curtis
6:00 Mort Downey
7:00 Sidney Walter
7:15 Let's Talk "About That
7:45 Albums
8:05 Science News
9:00 Conference
9:30 Vision
10:00 Music
10:40 Salvation Army Midnt J. J. Valley

**Monday**

5:00 Len Roberts
9:00 Mike Phillips
1:00 Lee Perkins
4:00 Pat O'Day
7:00 Dick Curtis
11:00 J. J. Valley

### KOMO—1000 (A. B. C.)

**Sunday**

6:05 Amer. Farmer
6:30 College Choir
7:00 Israel Message
7:30 Sacred Hour
8:00 Chapel Hour
8:30 Gospel
9:05 Weekend
2 p.m. S.U. Basket- "ball Game
7:00 Voic in The "Headlines
7:30 Quincy Howe
8:00 Erwin Canham
8:30 Issues-Answers
9:30 Undergrads
10:05 Viewpoint
10:30 Challenge
11:15 Classics
12:05 Sign Off

**Monday**

5:00 a.m. Northwest
8:00 Paul Harvey
10:00 Breakfast Club
noon Paul Harvey
4:30 Sunset "Northwest
6:25 Paul Harvey
6:30 E. P. Morgan
7:30 Album of "Classics
11:05 Jazz Scene
12:00 Sign Off

### KNBX—1050

**Sunday**

7:45 Literary
8:00 Prophetic "Herald
8:30 Prison Bible
8:45 Ortho Bible
9:00 Bethel Temple
9:30 Oral Roberts
10:00 West. Gospel
10:15 Gospelaires
10:30 Girls' Town
10:45 Life Line
11:00 1st Baptist
noon World Tmrrw
12:30 Skidroad "Herald
1:00 Hebrew Christ
1:15 Chapel
1:30 Science News
1:45 West. Gospel
2:00 Wings Healing
2:30 Billy Hargis
3:00 World Vision
3:30 K. Kuhlman
4:00 Seekers

**Monday**

7:45 Carl McIntire
8:15 Bethel Temple
8:30 Billy Hargis
8:45 Christian Jew
9:00 Voice of China
9:15 Skidroad Voice
9:30 Little Chapel
9:45 Prison Bible
10:00 A. A. Allen
10:15 Hebrew Christ
10:30 Revival Cntr
10:45 Family Altar
11:00 Unity
11:05 Music Room
11:15 Life Line
11:30 Gospel Hour
noon World Tomrrw
12:30 Salbrekken
12:45 Girls' Town
1:00 Dr. Springer
1:30 Reformation
1:45 Prophetic "Herald
2:00 West. Music
3:00 Jack Roberts

### KING—1090 (N. B. C.)

(News on the half-hour.)

**Sunday**

6:00 College Concert
7:05 Mormon Choir
7:15 Youth Forum
7:30 Catholic Hr.
8:00 Protestant Hr.
8:30 Dr.'s Diagnosis
8:45 Education
9:45 N.F.L. "Championship
4:15 Monitor
10:15 Music
12:00 Sign Off

**Monday**

6:15 Frosty Fowler
10:15 Ray Court
1:15 Pat Lewis
5:00 Total Report
6:30 Bob Concle
12:00 Mark Wayne

### KAYO—1150

**Sunday**

8:00 K. Kuhlman
9:30 Christian "Science
10:00 Quiet Hour
10:30 Navy Program
11:30 Chris Lane
3:00 Chuck Winston
7:00 Gordon Palmer
7:30 Unshackled
9:00 Story Hour
9:30 Literary Hour
9:45 Lat Am Report
10:00 Chuck Winston
12:00 Don Williams

**Monday**

5:30 Buck Ritchey
10:00 Chris Lane
2:00 Bob Wootton
6:30 Paul Scott
12:00 Don Williams

### KTW—1250

(News hourly on the hour.)

**Sunday**

6:00 Church Worship
8:00 Baptist Hour
9:30 U. Presbyterian
10:30 Bible Class
11:00 First Presby
noon Classics
2:30 Protestant Hr
1:00 Classics
3:00 Revival Hour
3:30 Back to God
4:00 Lutheran Hour
4:30 Ballard Luth
5:00 Bible Class
5:30 Brooklyn Bapt
6:00 Gospel Mission
6:30 Study Hour
7:00 1st Presby.
8:00 Classic
10:30 Revival
12:00 Sign Off

**Monday**

7:45 Sign On
8:15 Business
8:30 Life Line
8:45 Bouquet
2:30 Clifford and "Clark
4:15 Sign Off
11:15 2nd Sign On
11:20 Lee Knudsen
3:15 a.m. Sign Off

### KOL—1300

(News hourly on the half-hour.)

**Sunday**

6:00 Hutchinson
noon Mike Altman
6:00 Ron Baille
midn Bob Fleming

**Monday**

6:00 Holzinger
10:00 Hutchinson
2:00 Ron Baille
5:00 Ted Bell News
5:30 O'Mara Sports
6:00 Les Williams
7:55 S.P.C. Game
10:00 Mike Altman
12:00 Bob Fleming

### KFKF—1330

(News five minutes before the hour.)

**Sunday**

6:00 Devotional
9:30 Congregational
10:30 Hemingway
Noon Christiansen
2:30 Highlights
3:30 Schools
4:30 Sign Off

**Monday**

6:00 Dick Stokke
8:00 Profiles
10:15 Jay Ward
1:30 Back Fence
4:30 Sign Off

### KREN—1420

**Sunday**

7:45 Music Portraits
10:00 Yesterday "(music)
1:00 Remember "(music)
4:00 Americana
4:15 Sign Off

**Monday**

7:45 Morning Music
10:05 Housewive's "Club
Noon Club Matinee
3:05 Music
4:15 Sign Off

### KETO—1590

(News hourly on the half hour.)

**Sunday**

7:00 Sacred Heart
7:30 Religion
8:00 Science News
8:15 Foundation
8:25 Vet. Adminis.
8:35 Scrapbook
8:50 Sunday with "KETO
11:00 Lutheran "Church
5:00 Stereo World
6:00 Feature Album
10:00 Sign Off

**Monday**

6:00 Sacred Heart
6:15 Agriculture
6:25 Soc. Security
6:40 Spectrum
8:00 Stock Market
9:00 Clifford and "Clark
9:30 Carousel
Noon News
4:00 Music Motion
6:00 Keynotes
7:55 Parachial "Basketball
10:00 Nocturne
1:00 Sign Off

## FM STATIONS

Stero Broadcast*

### KOL—94.1

(Programming same as KOL-AM with Sign Off at 11 p. m.)

### KUOW—94.9

**Monday**

5:00 Serenade
6:30 Face of Europe
7:00 Music Heritage
8:00 Georgetown "Forum
8:30 Concert

### KIXI—95.7

(Programming same as KIXI-AM.)

### KMCS—98.9

**Sunday**

7:00 Church in Home
7:30 Instrumentals
8:30 Music of Faith
10:00 Dance & Dream
9:00 Instrumentals
1:00 a. m. Sign Off

**Monday**

7:00 Wake Up
9:00 Instrumentals
1:00 a. m. Sign Off

### KLSN—96.5

**Sunday**

9:00 Concert*
11:00 Choir Loft
noon Encore
1:00 Opera
3:00 Philadelphia "Orchestra*
5:00 Organ Music*
6:00 Scores and "Encores*
7:00 Miniatures*
8:00 Eve. Concert*
10:00 Showcase*
12:00 Sign Off

**Monday**

8:00 FM in the A.M.
9:00 Concert
11:00 Showcase*
12:00 Encore*
1:00 Concert*
3:00 Chorale*
3:30 Broadway*
4:00 Music
6:00 Scores and "Encores
7:00 Pop Concert*
8:00 Eve. Concert*
10:00 Showcase*
10:30 Folk Music*
11:00 Jazz Concert*
12:00 Sign Off

### KING—98.1

(Programming same as KING-AM from 5:15 a. m. to 4 p. m.)

**Sunday**

6:00 Sunday Opera
8:15 Vintage Jazz
9:00 Meet the Press
9:30 Compline
10:05 Music
12:00 Sign Off

**Monday**

4:00 Concert
6:15 Perspectives
6:30 Classics
7:30 Folk Music
8:30 Goon Show
9:30 Special
9:30 Great Records
10:00 Serious Music
12:00 Sign Off

### KISW—99.9

**Sunday**

noon Dinner Music
4:00 Magnum Opus
6:00 Chamber Music
6:00 Week of U. W.
10:00 Finale*

**Monday**

Noon Finer Music
3:00 Symphonies*
6:00 Chamber Music
8:00 Finer Music*
10:00 Finale*

### KIRO—100.7

(Same as KIRO-AM.)

### KETO—101.5

(Programming same as KETO-AM from 6 a. m. to 6 p. m. and from 10 p. m. to 1 a. m.)

**Sunday**

6:00 Feature Album
7:45 Stereo World*

**Monday**

6:00 Dinner Music
7:30 Stereo World*

### KGFM—105.3

**Sunday**

7:00 Sacred Concert
1:00 Showcase
2:00 Festival
4:15 Hymns
5:00 African Report
5:30 Songsters
6:00 Broken Bread
6:30 Song of Heart
7:00 Theater
9:00 Songfest
10:00 Song in Night
10:30 Melody Pattern
10:45 Eventide
11:00 Words & Music
1:00 Sign Off

**Monday**

5:15 Daybreak
6:00 Strength
7:00 The Word
7:30 Chapel Hour
1:00 Festival
6:00 Candlelight
7:15 Song of Life
8:00 Hr. of Decision
8:30 Bible School
9:00 Quiet Time
9:30 Evening Echoes
11:00 Sign Off

### KRAB—107.7

**Sunday**

10:00 a. m. Music
noon Classic Jazz
1:00 Commentary
1:30 Sign Off
6:00 p. m. Sign On
6:30 Concert
7:30 Commentary
8:00 Radio Italia
9:00 Deleted Records
11:00 Folk Music
2 a. m. Sign Off

**Monday**

7:00 a. m. Classics
8:30 Commentary
9:30 Readings
10:00 a. m. Sign Off
6 p. m. Sign On
7:30 Commentary
8:00 Live Discussion
9:45 Reading
10:00 Dixieland
10:30 Book Review
12:00 Sign Off

**"Friends, may I have your . . . Friends! . . . FRIENDS!"**