



Contact:

Jennifer Ridewood
General Manager, KING FM
(206) 691-2960

FOR IMMEDIATE RELEASE

KING FM to become Listener-Supported on May 2, 2011
Station making the move two months ahead of schedule

SEATTLE, Wash.—April 7, 2011—KING FM, Seattle’s iconic classical music radio station, announced today it will officially become listener-supported on May 2, 2011. Earlier plans had called for the transition to occur in July, but preliminary fundraising has gone well and effective staff preparation allow for the move to occur sooner.

“Our listeners will soon be able to enjoy even more great music,” said Jennifer Ridewood, KING FM General Manager. “The shift to a non-commercial station will allow us more air-time for classical music, more support for the arts and an expanded education mission. With the help of Seattle’s strong community of classical music supporters, we will be enhancing the Bullitt sisters’ vision of a permanent classical radio station held as a community asset.”

KING FM has had a commercial sales partnership with Fisher Broadcasting since 2002. “Fisher has been part of the two-year process of implementing the change to the listener-supported model and we support this move,” says Jim Clayton, Senior Vice President Fisher Radio Seattle. The sales partnership with Fisher Broadcasting ends on May 1, 2011.

As a listener-supported station, KING FM will now be supported by donors and corporate sponsors. Listeners will be able to donate online and through pledge drives. For corporate sponsorships, KING FM has retained the firm Market Enquity, which specializes in local corporate underwriting representation for public radio and television stations and has worked in the Seattle market since 2002. Market Enquity also represents Seattle public radio station KPLU 88.5 FM and has a local staff of corporate sponsorship representatives.

KING FM, founded in 1948 by Dorothy Stimson Bullitt as part of KING Broadcasting, has been supported by commercial advertising since its inception. Changes in media technology, the rise in Internet-based music services, and the continued declines in advertising revenues facing all media companies, are transforming the way media companies such as KING FM do business. To ensure that the station can continue to broadcast classical music and support local arts groups, KING FM’s board made the decision last year to switch business models.

To support Classical KING FM 98.1 please visit www.king.org

KING FM TO BECOME LISTENER-SUPPORTED STATION

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