

KING FM – CONTACTS



Bryan Lowe
Program and New Media Director
PD@king.org

"At KING FM it's our mission to share this great music with as many people as we can; to expand and diversify the audience for classical music."



Sean MacLean
KING FM announcer, NW Focus Host
seanm@king.org

Of NW Focus LIVE, *"There is something magical that happens in a live context that you don't get from recordings."*



Marta Zekan
KING FM Arts Channel Producing Director
martaz@king.org

"You don't have a thriving arts community with just one art form in it! KING FM supports classical music and we know that our listeners tend to enjoy all the arts. The Arts Channel helps support the arts community overall."



Maggie Stapleton
Assistant Music Director
programming@king.org

"We have had a tremendous response from both the listeners and from the arts groups. We look forward to continuing the show with many more groups to come."



Michael Brooks
KING FM Announcers, Musical Chairs Host
michaelb@king.org

"Each week I am joined by an in-studio guest musician, and together we listen to their musical favorites and explore the journey that led them to a life in music. It makes for good conversation and great music!"

KING FM Mission

On May 2, 2011 Seattle area radio changed forever when KING FM, the city's iconic classical radio station transitioned into a listener supported station. Since 1948, when Dorothy Bullitt founded the station, KING has been a major player in the arts and cultural communities of the Northwest. Now KING is better equipped to serve our mission to *"further the education and involvement of the audience in Classical Music and thereby advance the appreciation and performance of opera, symphonic music and chamber music . . ."*

KING FM consistently reaches over 250,000 listeners a week. Classical music aficionados are able to hear a wider and deeper variety of music, longer pieces with fewer interruptions. With the change, also comes new opportunities for KING FM Listeners to hear more local performances. Already the audience is responding – they are listening longer and more people are tuning into to 98.1.

While KING FM's mission is to broadcast classical music, we know our listeners have a love of all arts and support a healthy arts community. I look forward to working with our talented Northwest arts and music groups to further all our missions of serving and growing our audiences.

Jennifer Ridewood, General Manager



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Photos of KING FM Contacts – Kathy Ann Bugajsky
Seattle Opera – Tamino (John Tessier) charms the wild beasts with the sound of the Magic Flute in Mozart's opera (Rozarii Lynch, photo)

Inside photos, top, from left to right:

Village Theatre Production – photo by Jay Koh
Northwest Sinfonietta – photo by Chip Van Gilder
PNB principal dancers Kaori Nakamura and Jonathan Porretta in George Balanchine's *Coppélia*.
Choreography © George Balanchine Trust.
Photo © Angela Sterling

Ludovic Morlot, Music Director Seattle Symphony
© Ben VanHouten Photography

CLASSICAL
KING FM 98.1
www.KING.org
**COMMUNITY
ARTS
PARTNERSHIPS**



MORE COMMUNITY PARTNERSHIPS IN THE ARTS

“We’ve added more programs on-air to give people direct access to what’s happening in our arts community. Additionally, our listeners can access information on our website and new mobile apps, this will allow them to preview the NW Arts Scene, providing a service to both the listeners and the arts community.”

Bryan Lowe, Program and New Media Director of KING FM

Classical 98.1 KING FM is now listener-supported! In addition to offering more great music and more in-depth programming, KING FM is expanding its commitment to support music and arts organizations throughout the Northwest. It’s a part of our mission and our programming to share with our listeners the best that Northwest arts groups have to offer.

We would like to invite you to share your arts message with the KING FM audience, both on-air, through radio and HD radio, and online, through our website and smart phone apps with streaming channels and on-demand arts programming.

We want to hear from you! We have prepared this guide with information on how to connect your Northwest arts organization with KING FM’s listeners. It is our hope that you will read this guide and share it with your colleagues. We look forward to hearing about your artistic ventures and sharing them with our community.

ON-AIR

Northwest Focus

Monday-Thursday at 8PM, host Sean MacLean features a broad range of top Northwest performers. This program offers KING FM listeners a preview of what is being performed locally and encourages them to attend by giving them the opportunity to hear their favorite performers as well as sampling a few new surprises.

Northwest Focus LIVE

Friday nights at 8PM, NW Focus goes LIVE by featuring in-studio broadcasts with local classical music groups or artists. NW Focus LIVE allows KING FM to share the energy of a live performance and allows artists the opportunity to share their music and talent plus their insights and news about upcoming concerts.*

Musical Chairs

Friday nights at 7PM, host Michael Brooks invites a member of the Northwest classical music community to join him to share some of their favorite works as well as stories and background on these special selections.*

Live Broadcast Concerts

The power of classical music can be captured wonderfully through KING FM’s live and recorded broadcast concerts series. Host Peter Newman takes our audience inside the concert hall from the comfort of their homes experiencing diverse offerings, many of which are local classical music groups and artists. We now offer over 60 concerts per year.*

ONLINE

Arts Channel

The KING FM Arts Channel is an online collection of conversations with members of the Northwest arts community. It offers local arts groups and individual artists an opportunity to share their work with KING FM listeners and website visitors, through an ever-changing collection of unique conversations from theatre to dance, visual arts to film and beyond.

*Arts groups can take advantage of KING FM’s website where we will archive each broadcast and provide it on-demand. Signed approval necessary.

HOW YOU CAN GET INVOLVED

Music

We want to hear from you! To be considered for our on-air, arts-related programming, please send the below information:

- Group or Artist Information and history
- Complete information about performance including: date, time, location, URL, performers, and piece performed
- If applicable, performance space information including: location, address, and seating capacity
- If available, a recording of the performer(s)
- Email and phone contact information (for station use only)

Send to Maggie Stapleton at programming@king.org no later than 30 days prior to each concert.

Local classical music artists and ensembles are considered for on-air programming based on performance standards, quality of recording, location and quality of performance venue, and audience size. Additionally KING FM strives to present a broad range of performances that would be of interest to our broad listening audience.

Arts

We want to hear your story! Arts Channel host Marta Zekan is interested in learning more about your arts organization, and sharing your messages with our community. Send your press releases to the KING FM Arts Channel at least 30 days prior to the arts event: martaz@king.org

