

CLASSICAL

# KING FM 98.1

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## PRESS RELEASE

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For Immediate Release

### ACCLAIMED NW FOCUS PROGRAM NOW LIVE

***“Seattle is a magnet for world-class talent, and our listeners finally get to hear from the energetic people who put us on the map.” –KING FM host, Sean MacLean***

**SEATTLE, Wash.** – Classical KING FM 98.1’s highly-acclaimed program NW Focus is going LIVE on September 2, 2011, featuring live, in-studio broadcasts with local classical music groups or artists every Friday night at 8:00 PM. Hosted by NW Focus announcer and musician Sean MacLean, this exciting new program offers KING FM listeners the chance to experience the energy of a live performance and it allows local classical music artists the opportunity to share their music and talent, plus insights and news about upcoming concerts, with KING FM listeners.

“Coming back to live performance radio is one of those win-win decisions to me,” comments NW Focus host Sean MacLean. “Listeners hear performers and music they can’t get anywhere else in the world, the performers get a devoted audience for their upcoming concerts, and the mood in the station is inspired. We’re all so grateful for our connection to this tremendous Northwest talent. Already, I’ve seen goose bumps rise on several arms during our trial run. You can’t argue with that. It’s just fun to do live radio.”

MacLean is a composer, pianist, and guitarist, and through NW Focus LIVE in-studio broadcasts, he now has the unique ability to utilize his musicianship to ask the kinds of questions regular concert audience members long to ask a musician during a live performance.

“There is a real power in hearing live music, and we’ll be broadcasting some of the best northwest classical music talent. We’ve already scheduled chamber orchestras, quartets, trios, child prodigy pianists, guitarists, marimba ensembles, local music professors, bell choirs, children’s choirs, and more,” commented Bryan Lowe, programming and new media director.

#### NW Focus LIVE September 2011 Artist Line-Up:

- September 2: Icicle Creek Piano Trio
- September 9: Geisa Dutra, piano
- September 16: Winners of the Ladies’ Musical Club competition
- September 23: Orchestra Seattle
- September 30: Stephen Stubbs, lute; Maxine Eilander, harp; Michael Partington, guitar

Learn about future NW Focus LIVE broadcasts here: <http://www.king.org/nwfocus>

**How to Access:** Tune in on-air at 98.1 or listen online at [www.king.org](http://www.king.org) on Fridays at 8:00PM. Download one of KING FM’s mobile apps to access this programming via your iPhone or Android device. If you miss a NW Focus LIVE performance, you will be able to enjoy the concerts through KING FM’s online concert archive at [www.king.org](http://www.king.org).

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