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## **CLASSICAL KING FM AND SEATTLE OPERA ANNOUNCE NEW OPERA WEB CHANNEL**

Seattle—98.1 Classical KING FM and Seattle Opera today announced the launch of the KING FM Seattle Opera Channel, which will be available on-line, 24 hours a day at [www.king.org](http://www.king.org).

Each five-hour long program will be available 24 hours a day, seven days a week, with programming changing every two weeks. Each five-hour program will offer great opera programming with music, interviews and special programs. In addition to full length opera recordings from opera companies around the world, programs will also feature insights into the world of opera with “Opera A to Z” which will explain the building blocks of opera. Seattle Opera General Director Speight Jenkins also converses with artists who are performing in Seattle Opera mainstage productions, giving a fascinating insight into the performers, happenings backstage, and the world of opera. A segment called “Beyond the Opera” takes a detailed look at opera within a historical or cultural context.

The KING FM Seattle Opera Channel is designed to serve the needs of a worldwide opera audience, with a special emphasis on serving the needs of a Northwest opera audience. The KING FM Seattle Opera channel is a joint collaboration between 98.1 Classical KING FM and Seattle Opera. Seattle Opera joins KING FM in producing the programming for the web channel. The new opera channel is located at [www.king.org](http://www.king.org), and a link to the new channel can also be found at [www.seattleopera.org](http://www.seattleopera.org).

“This is the next step in KING FM's plan to use new technologies to serve specific niches within the genre of classical music through highly targeted channels,” said KING FM Programming Director Bryan Lowe. “While these channels will serve all listeners, the use of these new technologies is especially suited for a new generation of listeners, as these are pathways they already embrace.”

“We are delighted to partner with KING FM, a leader in the classical radio industry, in this ground-breaking use of alternative radio channels,” said Seattle Opera Executive Director Kelly Tweeddale. “This new initiative will create a body of digital content that can be used to educate, entertain, and engage opera lovers of all ages. This initiative dovetails with Seattle Opera’s goals of reaching new and existing opera listeners through new and innovative distribution channels. Although the programming is meant to complement what is currently happening on our mainstage, it is also designed to appeal to a broad audience interested in learning more about opera in general.”

KING FM currently broadcasts previews of Seattle Opera productions the week before the opera opens, and Seattle Opera productions are broadcast live on the second Saturday performance night. With this new on-line opera channel, the opportunity to hear opera on-line is now available 24 hours per day, seven days per week to both opera-lovers and to people eager to learn more about opera.

For more information about 98.1 KING FM and Beethoven, a nonprofit corporation, please go to [www.king.org](http://www.king.org). For more information about Seattle Opera, please visit [www.seattleopera.org](http://www.seattleopera.org).

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#### **About Seattle Opera**

Founded in 1963, Seattle Opera is one of the leading opera companies in the United States. The company is recognized internationally for its theatrically compelling and musically accomplished performances, especially the Opera’s interpretations of the works of Richard Wagner. Since 1975, Seattle Opera has presented 35 cycles of the *Ring* (three different productions), in addition to acclaimed productions of all the other major operas in the Wagner canon. Seattle Opera has achieved the highest per capita attendance of any major opera company in the United States, and draws opera-goers from four continents and fifty states.

#### **About KING FM**

KING FM, a commercial radio station, makes substantial annual contributions to the arts in the Puget Sound region, thanks to an unparalleled ownership arrangement created by the Bullitt family. Legendary broadcaster Dorothy Bullitt created KING FM in 1947 specifically to bring classical music to the Northwest. The ownership of King Broadcasting Company passed to her daughters, Priscilla Collins and Harriet Bullitt upon her death in 1989. In 1992, they put KING FM under the control of a newly created company, Classic Radio, Inc., which is the present licensee of KING FM. In turn, they donated their shares in that for-profit company to Beethoven, a nonprofit corporation. These channels will add to the mission of Beethoven, a non profit corporation: supporting the arts community while providing financial support through a dividend.