



**BEST MIX OF EVERYTHING!**

**STAR 101.5 plays The Best Mix of Everything! It's a mix of music from the 80's, 90's and Today.....programmed in Seattle for Seattle!**

**What is STAR 101.5?**

An up-tempo personality oriented, community-focused radio station designed to "super-serve" an Adult Contemporary audience! *STAR 101.5* has been Seattle's HOT AC Radio Station for the past fourteen years.

**Nationally Recognized Music and Programming Excellence!**

A great radio station is the product of behind-the-scenes excellence! *STAR 101.5* Music Director **Alisa Hashimoto** & Program Director **Kent Phillips** have been consistently recognized for their outstanding achievements:

- Kent Phillips named 2010 *Radio Ink* Most Influential Programmer of the Year.
- Top 5 Hot AC Music Directors 8 times between 2000 – 2009 *Radio & Records*
- Top 5 HOT AC Program Directors 6 times between 2000 – 2009 *Radio & Records*

**Weekdays on STAR 101.5**

Kent & Alan – 5:30am – 10am  
Jill Taylor – 10am – 3pm  
Curt & Corine – 3pm – 7pm  
John Tesh – 7pm – 12m

**The STAR Coverage Area**



**The STAR Listener\***

Female: 55% • Male: 45%

Audience Size: 717,000

**Age:**

12-17 years: 10%

18-34 years: 26%

35-54 years: 47%

55+ years: 17%

**Home Ownership:**

Own: 68% • Rent: 30%

**Education:**

High School Graduate: 25%

Some College: 33%

College Degree or beyond: 37%

**Employment:**

White Collar: 47%

Blue Collar: 27%

**Income:**

>\$100,000: 29%

\$75K-\$100K: 22%

\$50K-\$75K: 22%

\$35K-\$50K: 13%

\*Arbitron: Sept/Oct 2010 PPM  
Scarborough: 9/09 – 8/10

***STAR 101.5's Kent and Alan are the longest-running personality morning show in Seattle, now into their 24th year on STAR 101.5!***

**Bryce Phillipy –General Sales Manager**

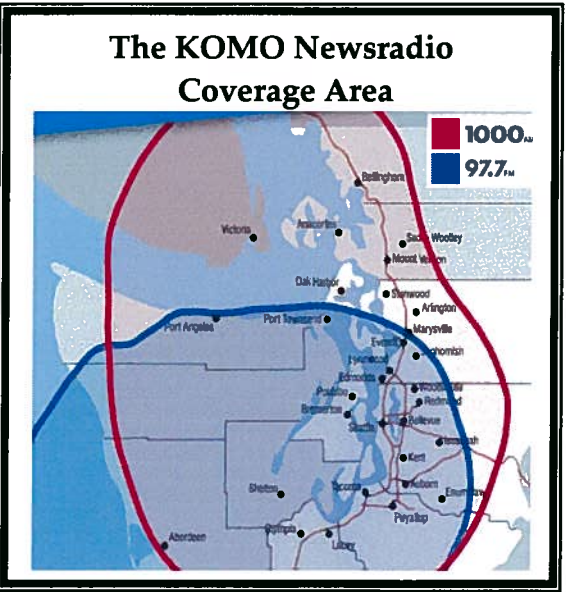
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# Everything You Need to Know..... News/Weather/Traffic 24/7!

**Sponsorable Reports Every Hour: Traffic on the :04's, Sports at :10 / :40, Business at :20 / :50**

**What is KOMO Newsradio?**  
We're Western Washington's Only  
24 Hour Breaking News, Traffic  
and Weather Station!



**The KOMO Newsradio Listener\***

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Male: 54% • Female: 46%

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**Audience Size:**  
486,700

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**Age:**  
18-34 years: 13%  
35-44 years: 13%  
45-54 years: 22%  
55-64 years: 24%  
65+ years: 25%

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**Home Ownership:**  
Own: 78% • Rent: 21%

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**Education:**  
High School Graduate: 24%  
Some College: 35%  
College Degree or beyond: 41%

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**Employment:**  
White Collar: 40%  
Blue Collar: 21%

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**Income:**  
>\$100K: 28%  
\$75K-\$100K: 20%  
\$50K-\$75K: 20%  
\$35K-\$50K: 16%

\*Arbitron: Sept/Oct 2010 PPM  
Scarborough: 9/09 - 8/10

Listen to Seattle's Most Recognized  
Radio Talent (30 years on-air)  
• **BILL YEEND** •  
Every Monday-Friday, 5am-10am

**Bob Boyd - General Sales Manager**  
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•Fisher Radio Seattle • 140 4th Avenue North, Suite 340 • Seattle, Washington

CLASSICAL

# KING FM 98.1 CLASSICAL CHOICE!

## What is Classical KING FM?

KING FM offers calming classical music to ease long commutes, focus while at work and relax at home.



KING FM is owned by Beethoven; comprised of the Seattle Symphony, the Seattle Opera and ArtsFund. Since 1995, KING FM has given over 7 million dollars back to the arts!

## The KING FM Coverage Area



## The KING FM Listener\*

Female: 58% • Male: 42%

Audience Size: 244,400

### Age:

18-34 years: 16%

35-44 years: 11%

45-54 years: 20%

55-64 years: 23%

65+ years: 23%

### Home Ownership:

Own: 77% • Rent: 21%

### Education:

High School Graduate: 13%

Some College: 28%

College Degree or beyond: 58%

### Employment:

White Collar: 40%

Blue Collar: 13%

### Income:

>\$100K: 26%

\$75K-\$100K: 19%

\$50K-\$75K: 20%

\$35K-\$50K: 18%

\*Arbitron Sept/Oct 2010 PPM  
Scarborough: 9/09 – 8/10

KING FM listeners are loyal, active and involved – they have discriminating taste, discretionary income and enjoy shopping, dining-out and traveling!

**Bryce Phillipy – General Sales Manager**

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