

Lisa Clausen

From: Scott Schaefer [editor@b-townblog.com]
Sent: Saturday, December 17, 2011 10:33 AM
To: Public Council Inbox
Subject: COMING SOON: A Burien-based Internet Radio Station

Dear Honorable Councilmembers -

Enclosed please find a press release announcing our new Burien-based Internet Radio Station.

We are looking forward to providing a new media outlet that will feature local musicians, artists, poets, politicians, business people, regular people, historians, poets, comedians and others, starting sometime in the early part of 2012.

With that said, please help us by spreading the word to assist us in discovering local musicians and others who might be interested in being featured on our station, which will be tied in closely with The B-Town Blog (<http://www.b-townblog.com>).

We're also looking for locally-based show ideas and on-air talent.

Anyone interested in getting their work exposed on B-Town Blog Radio is asked to email editor@b-townblog.com.

Thanks,
Scott Schaefer
Founder/Publisher/Editor

South King Media, parent company of six local blogs (including The B-Town Blog),

announces its latest groundbreaking feature – an Internet Radio Station!

BURIEN, WA – South King Media, the parent company of six local blogs, including The B-Town (Burien) Blog (<http://www.b-townblog.com>), announced at its annual Advertiser and Reader Appreciation Holiday Party Wednesday night (Dec. 14) that it will roll out something no other local blog in the northwest has – an Internet Radio Station.

“We’re extremely excited to be the first local blog in the region to offer this feature,” said Founder/Publisher Scott Schaefer. “After four years of growing into what the Society of Professional Journalists honored as ‘Best Hyperlocal Website’ in the northwest, we think this will be a great new addition.”

CFTR: 01/23/12

Initially focused on local music, interviews and live recordings for flagship site The B-Town Blog, eventually a different radio station will be developed for each of South King Media's five other blogs, including Des Moines, White Center, Normandy Park, SeaTac and Tukwila.

Each station will feature local indie music, news from the blogs, event listings, weekly shows, Journalist Roundtable discussions, free Public Service Announcements for local non-profits, original content like a weekly Open Mic and much more; and eventually – live streaming from local events.

In addition to being a former journalist, Schaefer won three National Emmy Awards for Writing on the hit edutainment series 'Bill Nye the Science Guy' for PBS/Disney. He has over 25 years' experience in media, including six years in Hollywood, and two years as Music Director for KEWC, his college radio station at Eastern Washington University.

"One of my biggest joys during my college years was programming and hosting original radio shows," Schaefer said. "And now I can't wait to get back on the air and entertain and inform, only from a truly local perspective."

B-Town Blog Radio will be the first Burien-based entertaining radio station since KQIN, once located at 800 AM, which went on the air in October, 1970. The City of Burien currently operates a low-watt informational station at 540 AM, but that can't be heard more than a few blocks away.

"Terrestrial radio is going the way of newspapers and dinosaurs," Schaefer added. "Since I started The B-Town Blog in 2007 I have believed that the internet is the future for all media, and I think that within just a few years most of us will even be receiving wi-fi in our cars."

Schaefer bases his radio predictions on a September 2011 study by iSuppli.com, which states that "sales of cars with Internet radio integrated into their head unit will soar to 24 million units in 2018, up from 168,000 in 2010" – a +14,186 percent increase.

"Of course, the true measure of any successful media is the content, and we're totally committed to delivering great original radio programming 24/7," Schaefer said. "And we're also looking for local bands, on-air hosts, show ideas, Sales Reps and more."

Schaefer hopes to premiere the station sometime in January, 2012, so stay tuned...

For more information on South King Media, visit <http://www.southkingmedia.com>.

CONTACT:

Scott Schaefer
Founder/Publisher/Editor

• <http://www.southkingmedia.com>

- <http://www.b-townblog.com> ("Best Hyperlocal Website" – Society of Professional Journalists)
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