

Station to go classical

KTWN-FM to switch to new format Sept. 1

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KTWN-FM, a 57,000-watt station located in Anoka, will adopt a full-time classical music format, starting Sept. 1.

The Twin Cities metropolitan area has been without a commercial classical music station since last August, when WLOL-FM discontinued its classical format because of low ratings.

Ray Ose, KTWN's operations manager, said the station is shifting to the new format from one labeled "easy-listening" music "because we feel there has been a classical void in the market since WLOL-FM changed its programming.

"The educational stations are the only ones broadcasting classical music now," Ose said, "but each one has a substantial amount of talk. Our policy will be that KTWN will never be more than 15 minutes away from classical music, and those periods will be rare."

KTWN's talk periods will deal with Twin Cities' cultural-activity information, according to Ose.

"We are starting from scratch in gathering music," he said. "The record stores are giving us excellent cooperation and we are drawing upon private music libraries for our music."

KTWN's broadcasting day runs from 6 a.m. till 2 a.m. It is heard at 107.9 on the FM band.

Meanwhile, Tom Wynn, WLOL-FM's program director, said, "We are very happy with our progress over the past year." The station now operates on a "Music Box" format of "easy-listening," familiar numbers.

"We never did have great ratings," Wynn said, "and we still are a long way from the top of the heap, but that is natural for FM stations. Listener habits are hard to change over a relatively short period of time."