

Live, in New York: John Richards

By Florangela Davila

Seattle's KEXP-FM, already a "must-hear" for the indie/alternative set here, will soon be heard on public airwaves in New York City. The station's popular "John in the Morning" music show will begin simulcasting on WNYE Radio New York (91.5 FM) beginning March 24. Longtime show host John Richards, who has been wanting to move to New York, will be splitting his time between both coasts, the station said. The show will continue to air from 6 a.m. to 10 a.m. weekdays on KEXP 90.3 FM.



Popular KEXP DJ John Richards will soon also be heard live in New York City.

KEXP was expected to announce today that it had entered into a partnership with WNYE to deliver 39 hours of weekly programming to the New York station, a move that will help increase exposure to Northwest bands, KEXP executive director Tom Mara said.

A KEXP news release said the move would enable the show to reach a potential audience of 14 million more people in New York. KEXP's potential Seattle audience is 2 million listeners; 70,000 people stream the station online.

The partnership, dubbed "Radio Liberation," will produce a new midnight turntablist show for WNYE that will feature both Seattle and New York City artists. The station will also air a new two-hour show by KEXP DJ Kevin Cole as well as a fourth show that is still undefined.

Mara said the popular morning music show, whether from New York City or not, won't lose its Seattle focus.

But Richards, who champions an eclectic music mix, is also fond of sharing his Seattle daily life with listeners on his show. It's difficult to imagine him not talking about New York City life when he's there.

Richards' first New York City-based broadcast is expected to be sometime this summer.

One other anticipated change: more New York City-based musicians doing "in-studio" performances.

The nonprofit Friends of KEXP operates the station on behalf of the UW, in partnership with Paul Allen and his Vulcan Inc.

Radio New York is part of the NYC Media Group, which operates both broadcast and cable TV stations for the city of New York. The radio station's current programming is a mix of cultural and ethnic shows.