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**90.7 KWMU-FM HITS HIGHEST AUDIENCE RATINGS
IN THE STATION'S HISTORY**

90.7 KWMU's ratings reached their highest level ever with a weekly listening audience of 196,900, according to Arbitron's Fall 2008 survey (for Metro Persons 12+, Monday-Sunday, 6:00 a.m. - midnight.) **The station's metro share**, or percentage of the St. Louis radio listening audience, **climbed to 3.9, the highest in the station's 36-year history**. The number of people listening to KWMU during any average **15-minute period (AQH) is 12,200, also the highest mark ever for KWMU**.

Additionally, *A Prairie Home Companion*, which airs on KWMU on Saturdays from 5:00 – 6:00 p.m., **was the most listened to program in the market for that specific time period**.

"It is truly a privilege to be joining a station that has so many loyal listeners," said Tim Eby, KWMU's new general manager. "These numbers reflect St. Louis' continued, and growing, passion for public radio, and it is our desire as a station to continue providing listeners with in-depth news and the highest quality programming possible."

90.7 KWMU-FM, St. Louis' premier National Public Radio (NPR) station, provides in-depth news, intelligent talk and great entertainment, and is a member-supported service of the University of Missouri-St. Louis.

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