

SPRING 2009

THE GUIDE



Tell Me More with Michel Martin

Now airing on KWMU
Monday - Friday
7:00 p.m.

Meet Michel on May 7 at
KWMU's Annual Dinner "Talk, Toast, Taste"

Spring Fund Drive runs April 16 - 24

University of Missouri-St. Louis
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314-382-8255 / talk@kwmu.org

www.kwmu.org
kwmu@kwmu.org

KWMU is a service of the University of Missouri-St. Louis

Join us for "Talk, Toast, Taste: 90.7 KWMU Annual Dinner"

Thursday, May 7, 2009 at 6:00 p.m.
Khorassan Ballroom at the Chase

Featuring:

Gourmet Dinner
Missouri Winemakers
Live Entertainment

Guests of Honor:

Lakshmi Singh
NPR Newscaster



Michel Martin
Host of
Tell Me More

For reservations call 314-516-5968

Personal Finance @ KWMU.org

With so much in the news about personal finance issues, it's easy to get bogged down. You may not know that a variety of easy-to-use information is available through the **Support** section of KWMU's website. When you visit the **Support** section and click on *Estate Plans* you will find timely information about issues that may affect your personal financial picture.

Here are three topics available right now at www.kwmu.org/support, in our *Estate Plans* section. Select the *News and Information* button at the bottom of the page to learn more:

- ▶ Did you know there are *Ten Things the IRS Wants You to Know About Identity Theft*, especially about bogus emails from the IRS? Learn more by selecting the *News and Information* button at the bottom of the *Estate Plans* page.
- ▶ The IRS has just issued a fact sheet with highlights of the 2008 Tax Law Changes, including tax breaks and homeowner relief. A printable copy of the IRS memo is available.
- ▶ There have been abuses reported in the marketing and creating of reverse mortgages. If you are considering a reverse mortgage, please take a look at the information available at www.kwmu.org.

For more information about these and other Estate Planning topics please explore our entire *Estate Plans* section at www.kwmu.org/support or contact Shelley Kerley, Development Director at 314-516-6176 or skerley@kwmu.org.

Tell Me More with Michel Martin



From the opinions of global newsmakers to listeners' personal experiences of life-changing travel... the wisdom of renowned thinkers, activists and spiritual leaders... and intimate dispatches of daily life around the world from NPR News correspondents on the ground... the NPR talk show *Tell Me More* brings fresh voices and perspectives to public radio.

Capturing the headlines, issues and pleasures relevant to multicultural life in America, the daily one-hour series is hosted by award-winning journalist Michel Martin. *Tell Me More* marks Martin's first

role in hosting a daily program. She views it as an opportunity to focus on the stories, experiences, ideas and people important in contemporary life but often not heard.

Tell Me More focuses on the way we live, intersect and collide in a culturally diverse world. Each day's show features a variety of segments examining U.S. and international news, ideas and people; its range of topics covers politics, faith and spirituality, the family, finance, arts and culture and lifestyle.

Tell Me More airs Monday through Friday at 7:00 p.m. on 90.7 KWMU.

Around the Station

KWMU is pleased to announce Catherine Wolf has been named Science Reporter. Wolf comes to KWMU from KBIA in Columbia, Missouri, where she served as a producer and reporter.

Nearly 100 people turned out for the March 12 launch of *radioACTIVE: The Young Friends of KWMU*. The event featured a panel discussion with our award-winning local news team and offered listeners a chance to connect with staff. The event was a tremendous success thanks in part to our sponsors **The Royale, Local Harvest and The Cupcakery.**



KWMU received a record 2,067 pledges, totaling more than \$231,000, during the station's February 9 - 12 *For the Love of KWMU* membership campaign. Pledges were up 13 percent over the February 2008 membership campaign!

KWMU's ratings reached their highest level ever with a weekly Total Survey Area (TSA) listening audience of 203,800, according to Arbitron's Fall 2008 survey. The station's metro share climbed to 3.9, the highest in the station's 36-year history and the number of people listening to KWMU during any average 15-minute period is 12,200, also the highest mark ever for KWMU.

For more information visit www.kwmu.org

To Join the Conversations Call:

ST. LOUIS ON THE AIR
314-382-8255

CITYSCAPE
314-382-8255

DIANE REHM
1-800-433-8850

TALK OF THE NATION
1-800-989-8255

SCIENCE FRIDAY
1-800-989-8255

CAR TALK
1-888-227-8255

WHAD'YA KNOW?
1-800-942-5669

WAIT, WAIT...DON'T TELL ME
1-888-9248-9248 (WAIT-WAIT)

ZORBA PASTOR
1-800-462-7413

For additional contact information visit www.kwmu.org

Underwriter Profile: Barnes-Jewish Hospital

Barnes-Jewish Hospital is committed to being a national leader in medicine and the St. Louis leader in health care.

In partnership with Washington University School of Medicine, Barnes-Jewish offers medical options and technology not available elsewhere in the region--including an intraoperative MRI, a comprehensive organ transplant center, and the National Cancer Center-designated Siteman Cancer Center. Barnes-Jewish was the first adult hospital in the state to win Magnet accreditation for its excellent nursing care.

Barnes-Jewish works to improve health and eliminate disparities in St. Louis with programs ranging from the Center for Diversity and Cultural Competence to a refugee health service to an annual community flu shot campaign.

Barnes-Jewish also looks to the future, helping to train the physicians of tomorrow and offering unparalleled nursing education at the Goldfarb School of Nursing at Barnes-Jewish College.

Barnes-Jewish Hospital supports KWMU for giving St. Louisans news and opinions they won't hear elsewhere. KWMU enriches and improves the community by giving its residents both information they need and a forum on which to be heard. KWMU, like Barnes-Jewish Hospital, is committed to being a leader in St. Louis.



For more information visit www.barnesjewish.org

KWMU PROGRAM SCHEDULE

	MONDAY-FRIDAY	SATURDAY	SUNDAY
5:00 AM	Morning Edition	BBC World Service	BBC World Service
6:00 AM		Only A Game	
7:00 AM		Weekend Edition	Weekend Edition
8:00 AM			
9:00 AM	The Diane Rehm Show	Car Talk	Speaking of Faith
10:00 AM		Whad'Ya Know?	To the Best of Our Knowledge
11:00 AM	St. Louis on the Air (M-Th) Cityscape (F)		
12:00 PM	Fresh Air	Wait, Wait... Don't Tell Me!	Zorba Paster On Your Health
1:00 PM	Talk of the Nation	This American Life	A Prairie Home Companion
2:00 PM		Studio 360	
3:00 PM	The World	The Splendid Table	Car Talk
4:00 PM	All Things Considered	All Things Considered	All Things Considered
5:00 PM			On The Media
6:00 PM	Marketplace	A Prairie Home Companion	This American Life
6:30 PM	All Things Considered		
7:00 PM	Tell Me More	American Routes	The Tavis Smiley Show
8:00 PM	On Point		
9:00 PM		World Café	Jazz Unlimited
10:00 PM	St. Louis on the Air (M-Th) Cityscape (F)	Hearts of Space	
11:00 PM		BBC World Service	BBC World Service
12:00 AM-5:00 AM	BBC World Service		

KWMU-2 PROGRAM SCHEDULE

	MONDAY-FRIDAY	SATURDAY	SUNDAY
12:00 AM-5:00 AM	XPoential Radio		
5:00 AM	The Takeaway	XPoential Radio	XPoential Radio
6:00 AM			
7:00 AM			
8:00 AM			
9:00 AM	On Point	All Songs Considered	Afropop Worldwide
10:00 AM		The Business	Latino USA
10:30 AM			Left, Right & Center
11:00 AM	Here and Now	Sound Opinions	The Changing World
12:00 PM	World Have Your Say	This American Life	Le Show
1:00 PM	Fresh Air		
2:00 PM	Tell Me More	Bob Edwards Weekend	The Tavis Smiley Show
3:00 PM	The Story	The Sound of Young America	Speaking of Faith
4:00 PM	To The Point	Humankind	Hearing Voices
5:00 PM			Mountain Stage
6:00 PM	World Café		
7:00 PM-12:00 AM	XPoential Radio	XPoential Radio	XPoential Radio