



FOR IMMEDIATE RELEASE

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90.7 KWMU-FM HITS NEWAUDIENCE MILESTONES

90.7 KWMU reached an all-time high AQH share of 4.1 (number of people listening during any average 15-minute period), according to Arbitron's Winter 2009 survey (for Metro Persons 12+, Monday – Sunday, 6:00 a.m. – midnight.) The station's previous high in this category was 3.9 in the fall of 2008. **The AQH audience of 11,900 is the highest ever winter AQH** and the second highest AQH in the station's 36-year history, second only to 12,200 in the fall of 2008.

KWMU's Metro Cume also increased 15% from 150,200 in the winter of 2008 to 173,400 in the winter of 2009. **The number of African American listeners also increased from 10% to 15% according to the Arbitron's Winter 2009 survey.**

"We are very pleased with the increase in the number of people listening to KWMU," said General Manager Tim Eby, "and we will continue working hard to become a trusted source of news and information for even more people in the St. Louis community in the months and years to come."

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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