



FOR IMMEDIATE RELEASE

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*****MEDIA ADVISORY*****

90.7 KWMU-FM ANNOUNCES PROGRAMMING CHANGES

90.7 KWMU will be making the following programming changes effective Saturday, July 4 and Sunday, July 5:

Saturday Programming Changes effective 7/4/09

- “Weekend Edition” will air from 7:00 a.m. – 10:00 a.m. This additional hour will be a repeat of the of the program’s first hour.
- “Car Talk” will move one hour later and air from 10:00 a.m. – 11:00 a.m.
- “Wait Wait...Don’t Tell Me!” will air one hour earlier from 11:00 a.m. – 12:00 p.m.
- “This American Life” will air one hour earlier from 12:00 p.m. – 1:00 p.m. As a result of this time change “This American Life,” carried in this same time slot on KWMU-2, will be replaced with “Marketplace Money.”
- “Studio 360” will air one hour earlier from 1:00 p.m. – 2:00 p.m.
- “The Splendid Table” will air one hour earlier from 2:00 p.m. – 3:00 p.m.
- “Fresh Air Weekend” will be added in the 3:00 p.m. – 4:00 p.m. time slot.
- “All Things Considered” will continue airing from 4:00 p.m. – 5:00 p.m.
- “A Prairie Home Companion” will continue airing from 5:00 p.m. – 7:00 p.m. and the remainder of Saturday’s programming will not change.
- As a result of these changes, KWMU will no longer air “Michael Feldman’s Whad’ Ya Know?”

- Continued -

Sunday Programming Changes effective 7/5/09

- “Weekend Edition” will air from 7:00 a.m. – 10:00 a.m. This additional hour will be a repeat of the of the program’s first hour.
- “Speaking of Faith” will move one hour later and air from 10:00 a.m. – 11:00 a.m.
- “To The Best of Our Knowledge” will air one hour later from 11:00 a.m. – 1:00 p.m.
- “Zorba Paster OnYour Health” will air one hour later from 1:00 p.m. – 2:00 p.m.
- A rebroadcast of “Car Talk” will air one hour earlier from 2:00 p.m. – 3:00 p.m.
- A rebroadcast of “Wait Wait...Don’t Tell Me!” will air from 3:00 p.m. – 4:00 p.m.
- “All Things Considered” will continue airing from 4:00 p.m. – 5:00 p.m.
- As a result of these changes, KWMU will no longer air the Sunday rebroadcast of “A Prairie Home Companion.”

More information, and the complete KWMU and KWMU-2 program schedule, is available at www.kwmu.org.

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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PROGRAM CHANGES - JULY 2009

*****SPEAKING POINTS ONLY*****

*****NOT FOR PRINT – PLEASE DO NOT FORWARD*****

1. Adding an additional hour of *Weekend Edition* to the Saturday and Sunday program schedules will allow those award-winning programs to be heard by more KWMU listeners, given that radio listening on the weekend increases substantially after 9:00 a.m.
2. KWMU numbers revealed a significant drop off in listeners during the second hour of *Michel Feldman's Whad' Ya Know?*, so we will no longer air the program. Fans of the program are encouraged to stream it on their computers or download it for pod casting. These options are available at <http://www.notmuch.com>.
3. By combining *Car Talk*, *Wait Wait...Don't Tell Me!* and *This American Life*, KWMU is able to air three of the station's most popular programs during peak listening time on a Saturday mornings.
4. Though *A Prairie Home Companion* is the most listened to program in St. Louis during the 5:00 – 6:00 p.m. hour on Saturday evenings (Arbitron's Fall 2008 survey for Metro Persons 12+, Monday-Sunday, 6:00 a.m. - midnight.), the Sunday rebroadcast numbers warranted a change for the Sunday 1:00 – 3:00 p.m. time slot.
5. All of the changes in programming were made to strengthen KWMU's weekend lineup.