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KWMU FINISHES THE FISCAL YEAR WITH INCREASES IN LISTENERSHIP AND COMMUNITY SUPPORT

90.7 KWMU finished fiscal year 2009 (July 1 – June 30) with increases in listenership, membership and corporate sponsorship, resulting in an 8 percent budget surplus. Additionally, the station increased its programming schedule, forged impactful community partnerships and received national recognition for reporting.

“It is a real testament to the unwavering support of public radio listeners in the St. Louis community,” said General Manager Tim Eby, “for the station to exceed financial and membership goals during these difficult economic times. There are many great things happening at KWMU, and we hope to keep the momentum going as we move forward.”

Here are the some other station highlights from fiscal year 2009:

Listenership

Fall audience numbers 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. Spring audience numbers reached a 3.7 percent market share according to Arbitron’s spring 2008 survey (Monday-Sunday, 6:00 a.m. - 12:00 a.m.). The 2008 ratings tie the spring 2007 ratings for the highest in the station’s 36-year history.

Membership

KWMU’s fall membership drive raised a record \$382,885 from a record 2,879 pledges. New memberships were up 65 percent over fall 2007 marking the highest increase in the station’s 36-year history. The station’s February Love Drive 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. The spring membership campaign raised a record \$248,000 from a record 2,200 listeners. The drive generated increases across the board with total dollars raised up 34 percent, number of gifts up 69 percent and first-time membership up 92 percent over spring of 2008.

Corporate Sponsorship

In FY09 corporate sponsorship sales totaled \$1.3 million, up 26 percent from FY08. New business increased 14 percent from the previous year.

Programming

In September of 2008, KWMU expanded programming by offering KWMU-2 for listeners who have HD radios and/or the internet. The second channel features a mix of news, talk, cultural and music programming and includes the return of Bob Edwards and Tavis Smiley to the St. Louis air waves.

Community Partnerships

KWMU joined forces with KETC in the spring of 2009 to further promote “Facing the Mortgage Crisis,” a program that assists people facing financial difficulties in getting the professional help needed. In June, KWMU partnered with the Regional Arts Commission and the River City Professionals for the first-ever arts Tweet-up in St. Louis.

Professional Recognition

Reporter Adam Allington received a 2009 National Edward R. Murrow Award from the Radio and Television News Directors Association. Allington was recognized in the *News Series* category for his three-part series entitled “Gangs of North St. Louis.”

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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