



FOR IMMEDIATE RELEASE

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KWMU TO BECOME
ST. LOUIS PUBLIC RADIO | 90.7 KWMU

90.7 KWMU will officially become **St. Louis Public Radio | 90.7 KWMU** beginning **Thursday, September 10, 2009**. The change is the result of a branding campaign designed to more accurately reflect the station's mission and place in the St. Louis region.

St. Louis Public Radio | 90.7 KWMU provides the St. Louis region award-winning, in-depth news, insightful discussion, and entertaining programs that focus on the issues and people who shape our community, our country and our world. Signature programs include: *Morning Edition, All Things Considered, Fresh Air, This American Life, Marketplace, Car Talk, St. Louis on the Air, BBC World Service, The Tavis Smiley Show, Wait Wait...Don't Tell Me!* and *A Prairie Home Companion*.

“In addition to our new look and new sound, St. Louis Public Radio will begin reaching out to the St. Louis community in new and different ways,” said General Manager Tim Eby, “and, of course, we will continue providing listeners with award-winning local news, thoughtful discussion and a diversity of voices from the best public radio programs in the country.”

St. Louis Public Radio, which broadcasts in HD on 90.7 and 90.7-2, reaches more than 2.4 million people in the bi-state area with its 100,000 watt signal. St. Louis Public Radio | 90.7 KWMU is a member-supported service of the University of Missouri-St. Louis.

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