



**FOR IMMEDIATE RELEASE**

14 December 2010

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**ST. LOUIS PUBLIC RADIO'S WEB SITE UNDERGOES CHANGES  
AS PART OF AN NPR PILOT PROJECT**

**St. Louis Public Radio | 90.7 KWMU** has been chosen by NPR as one of only seven stations from across the country to participate in a web site pilot project. By using a new editorial strategy and content management system, St. Louis Public Radio hopes to enhance its online news coverage with updates throughout the day. To understand how to best serve an online audience, news and web production staff received training at the Knight Digital Media Center at the Annenberg School for Communication and Journalism at the University of Southern California and met with NPR senior news and digital media staff. If the pilot stations' new sites prove successful at capturing a larger online audience, the new strategy will be implemented at other public media stations across the country.

“As a news and information station, we are excited to offer our listeners and web followers more news content throughout the day,” said General Manager Tim Eby. “The new web site will allow the St. Louis community to stay abreast of news as it happens and as it changes.”

The new format will begin Wednesday, December 15 at [www.stlpublicradio.org](http://www.stlpublicradio.org).

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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*.

St. Louis Public Radio, which broadcasts in HD on 90.7, 90.7-2 and 90.7-3, reaches nearly 244,500 people each week in the bi-state area. St. Louis Public Radio | 90.7 KWMU is a member-supported service of the University of Missouri-St. Louis.