



FOR IMMEDIATE RELEASE

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**ST. LOUIS PUBLIC RADIO TO DEDICATE ITS SECOND CHANNEL
TO ADULT ALBUM ALTERNATIVE MUSIC**

St. Louis Public Radio | 90.7 KWMU announces a format change on the station's second HD channel, KWMU-2. Effective today, **The Gateway 90.7 KWMU-2** will air adult album alternative (AAA) music throughout the entire weekday broadcast schedule via XPoNential Radio and World Café. These programs feature an eclectic blend of musical genres including indie rock, alternative rock, alternative country, jazz, folk, world music and blues. The weekend schedule includes several entertainment programs, *The Business*, *Sound Opinions*, *Le Show with Harry Shearer* and *The Sound of Young America*, interspersed with music programs. The new schedule is listed below.

Monday –Friday

12:00 a.m. to 7:00 a.m. – XPoNential Radio (<http://www.xponentialradio.org/>)

7:00 a.m. to 9:00 a.m. – World Café (<http://www.npr.org/music/>)

9:00 a.m. to 7:00 p.m. – XPoNential Radio

7:00 p.m. to 9:00 p.m. – World Café

9:00 p.m. to 12:00 a.m. – XPoNential Radio

Saturday

12:00 a.m. to 11:00 a.m. – XPoNential Radio

11:00 a.m. to 12:00 p.m. – Afropop Worldwide (<http://www.afropop.org/radio/>)

12:00 p.m. to 12:30 p.m. – All Songs Considered (<http://www.npr.org/music/>)

12:30 p.m. to 1:00 p.m. – The Business (<http://www.kcrw.com/etc/programs/tb>)

1:00 p.m. to 2:00 p.m. – Sound Opinions (<http://www.soundopinions.org/>)

2:00 p.m. to 7:00 p.m. – XPoNential Radio

7:00 p.m. to 9:00 p.m. American Routes (<http://americanroutes.publicradio.org/>)

9:00 p.m. to 11:00 p.m. – World Café (<http://www.npr.org/music/>)

11:00 p.m. to 12:00 a.m. – XPoNential Radio

Sunday

12:00 a.m. to 12:00 p.m. – XPoNential Radio

12:00 p.m. to 1:00 p.m. – Le show with Harry Shearer

(http://www.harryshearer.com/news/le_show/)

1:00 p.m. to 2:00 p.m. – The Sound of Young America

(<http://www.pri.org/sound-young-america.html>)

2:00 p.m. to 7:00 p.m. – XPoNential Radio

7:00 p.m. to 9:00 p.m. – Mountain Stage (<http://www.npr.org/music/>)

9:00 p.m. to 12:00 a.m. – XPoNential Radio



“Establishing The Gateway | 90.7 KWMU-2 as a contemporary music channel allows St. Louis Public Radio to provide the community with three very distinct listening options,” said General Manager Tim Eby. “This channel will serve as a conduit between our news/talk and classical music stations by introducing a new generation and new demographic of listeners to St. Louis Public Radio, while at the same time, providing our current listeners with even more choices to listen to public radio throughout the day.”

Listeners can access the programming on their digital radios at 90.7 KWMU-2 or online at www.stlpublicradio.org/thegateway. The link will also provide a list of manufacturers, models and prices of HD radios available through www.amazon.com.

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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 272,000 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.