

IPR Announces New 24-Hour Classical Service in Des Moines**Date:** Monday, February 6, 2012**Category:** Press Release

January 30, 2012 (Des Moines, IA) -- Now music lovers can hear IPR Classical 24 hours a day, 7 days a week in the greater Des Moines area.

Listeners in the greater Des Moines area can now tune into **KICP 105.9 FM** and **KICL 96.3 FM** for Iowa's premier broadcast source of the most beautiful and timeless music ever written and performed, from symphonies and operas performed in venues around the world and around the state. IPR's locally produced programs like *Symphonies of Iowa*, *University Concert*, *The Jazz Department* and classical music can now be heard all day long, hosted by Barney Sherman, Jacqueline Halbloom, Karen Impola and Curt Snook. And, national favorites like *Performance Today*, *Concierto* and *From the Top* will continue on the new 24/7 classical service.

With the addition of **KICP FM** and **KICL FM**, IPR will serve a population of over 400,000 in the greater Des Moines metro and forecasts an increase in membership and corporate sponsorships. This move will also allow IPR to reevaluate other signals serving the area to expand news and alternative music programming and eliminate redundancy. "Our listeners in the greater Des Moines area can now depend on a stronger, more reliable FM signal and our corporate sponsors will benefit from a greater reach in audience," said **Mary Grace Herrington, Chief Executive Officer for Iowa Public Radio**.

Long time supporter and music partner, **Maestro Joseph Giunta of the Des Moines Symphony** said "he is delighted to hear the news regarding the new IPR classical signals in the greater Des Moines area allowing all Central Iowans to hear classical music twenty-four hours a day. This will greatly enrich the lives of many and continue the outstanding reputation IPR has earned with their listeners."

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