

IPR Launches Classical Service in Ames Community**Date:** Friday, February 8, 2013**Category:** Press Release

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February 8, 2013 (Des Moines, IA) – IPR announced today the return to Classical music serving the Ames community, twenty-four hours a day, seven days a week, on KICG 91.7fm. The new service is part of a broader statewide expansion plan. “The IPR Board of Directors approved this plan in order to achieve the goals outlined in IPR’s strategic plan,” said Kay K. Runge, Chairwoman of the Board.

The investment in KICG 91.7fm supplements IPR’s commitment to News, Classical and Studio One and allowed for a format change to WOI 90.1fm serving central Iowa. In September 2012, WOI 90.1fm changed its format from Classical to News/Studio One. “We are delighted to learn that Arbitron reports a 199% increase in the listening audience for News/Studio One in the greater Des Moines area, “ said Mary Grace Herrington, Chief Executive Officer (Source: Arbitron Fall 2012). “That is significant given our goals of statewide expansion, increase in reach and financial independence as promised to the Board of Regents,” said Herrington. IPR senior management and the board of directors analyzed Arbitron and Audigraphics surveys over two years to inform their decision. The data showed the News/Studio One combination format demonstrates the greatest audience growth, the most age-diverse in listenership, and the greatest loyalty. “In order to sustain the organization for years to come, we have had to make some tough decisions on how we allocate resources. Our listeners and members have been patient with us. We are pleased to continue delivering all formats to as many Iowa communities possible – on the radio, online and on demand,” said Herrington.

Iowa Public Radio has four studios in the state, six news bureaus and employs more than 60 people. IPR’s vision is to foster an ever vibrant Iowa with civically and culturally informed citizens. For more information on KICG 91.7fm and all programming, visit IPRFLIP.org or contact us at 515-725-1700.

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