

**Iowa Public Radio Changes Format on WOI 90.1FM****Date:** Monday, September 10, 2012**Category:** Press ReleaseFOR MORE INFORMATION,  
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**IOWA PUBLIC RADIO CHANGES FORMAT ON WOI 90.1FM**

September 10, 2012 (Des Moines, IA) – After years of broadcasting a Classical music service to central Iowa, WOI 90.1FM will now air local and national News programming during weekdays and Studio One’s contemporary music at night. IPR Classical will still be available 24/7 in central Iowa on KICP 105.9FM, KICL 96.3FM, KUNI 101.7FM and KICJ 88.9FM. This change comes after studying audience measurements provided by both Arbitron Ratings for listenership and Audigraphics for loyalty over two years. “The IPR Board of Directors approved this plan in order to achieve the goals outlined in IPR’s strategic plan,” said Art Neu, Chairman of the Board.

Challenged by limited capacity with weak translators serving the greater Des Moines area, the format reallocation will better serve the metro area with a stronger signal. Iowa Public Radio estimates a 46% increase in listening audience in the greater Des Moines area as a result of the format change. “The News and Studio One combo format demonstrates the greatest audience growth over the past two years, the most age-diverse in listenership, and the greatest loyalty,” said Mary Grace Herrington, Chief Executive Officer. “In some cases, when listeners are not listening to IPR News, they are turning the dial to IPR Classical service,” said Herrington and added “that’s loyalty.”

Classical music service is also experiencing continued investment. IPR is under construction for a station in Boone, IA, that will better serve the Ames metropolitan area for Classical music and is in discussion for a partnership with small stations in the Marshalltown and upper central Iowa regions for Classical music service. The Board of Regents for the State of Iowa adopted IPR’s 2012-2016 Strategic Plan that calls for strengthening the impact, reach and performance of the organization to better serve all Iowans; grow and engage the audience with more effective forms of delivery; and become financially independent from university funding by increasing private support. In fiscal year 2011, private funding increased by 11% as university funding decreased by 11% compared to fiscal year 2010.

Iowa Public Radio has four studios in the state and employs over 60 people. IPR’s vision is to foster an ever vibrant Iowa with civically and culturally informed citizens.

For more information on this format change, visit [IPRFLIP.org](http://IPRFLIP.org) or contact us at 515-725-1700.

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