

# NEWS



**BONNEVILLE  
SAINT LOUIS  
RADIO GROUP**  
WARH - WIL - WMVN  
ichannel.fm | toastedrav.com

*Bonneville St. Louis  
11647 Olive Blvd  
St. Louis, Missouri 63141  
(314) 983-6000*

## **BONNEVILLE ST. LOUIS ANNOUNCES FORMAT CHANGE FOR WMVN “MOVIN’ 101”**

**September 22, 2008  
For immediate release**

**Contact: Amanda Koeppe  
314-983-6208**

ST. LOUIS – The Bonneville St. Louis Radio Group today announced that beginning January 1 of next year it will change the format of WMVN (101.1 FM) from its current upbeat “Movin’” music programming to a Sports Talk format.

The new 101.1 FM Sports Talk will include the best and most well-known local on-air talent, as well as some new faces and the biggest and most well-known brand in sports, ESPN Radio.

“Our parent company, Bonneville International,” said Bonneville St. Louis VP and Market Manager John Kijowski, “invested millions of dollars in June of 2008 to increase our signal to a full 100,000 watts, making it one of the strongest FM signals in our market. By moving to a Sports Talk format on 101.1 FM, we’re confident we now can maximize sports programming to its full potential in our city.

“We believe the combination of a superior FM signal, the strongest local talent, and future play-by-play,” he continued, “will bring huge success for our listeners, our clients, and our employees.”

Although “Movin’ 101.1” quickly became the highest-rated “Movin’” format station in the U.S., Bonneville’s research and analysis led the company to make the strategic move to Sports Talk and to leverage what it believes to be a big opportunity to deliver compelling sports talk and sports-related programming to “the fans of one of the greatest sports cities in the U.S.,” in Kijowski’s words.

-more-

"We at Bonneville St. Louis," Kijowski said, "have based much of our broadcasting success on hiring the best people, delivering on our promises, creating results for our clients, and developing first-class programming for our listeners. And, we're not shy about trying new things, such as featuring the highly popular personality Cornbread on 92.3 WIL, launching 106.5 THE ARCH, which has become the highest-rated "Jack" format station in the U.S., and embarking on a compelling entertainment Web site for St. Louis, [www.toastedravn.com](http://www.toastedravn.com).

"And," he continued, "it's that same spirit of innovation and dedication to quality that lead us to our move to Sports Talk on 101.1 FM, beginning in January."

Movin' 101.1 will continue its current music format until the holiday season, at which time the station may program holiday music.

### ***Bonneville International***

Bonneville St. Louis is an affiliate of Bonneville International ([www.bonneville.com](http://www.bonneville.com)), which was founded in 1964 and currently owns and operates 29 radio stations in the Los Angeles, Chicago, Washington, D.C., Seattle, Phoenix, St. Louis, Cincinnati, and Salt Lake City markets. It also owns and operates KSL Television (NBC affiliate) and has operating divisions of Bonneville Communications and Bonneville Satellite in Salt Lake City. Bonneville's motto is "Do good, do well, make a difference, and have fun."

In addition to competing aggressively in major-market broadcasting by structuring its business model on the three principles of building its people, making a difference in the community, and meeting aggressive financial goals, Bonneville also enjoys a long-standing reputation and is known industry-wide for its nationally recognized and award-winning commitment to serving the communities where it broadcasts.

Headquartered in Salt Lake City, Bonneville is known for its innovative business model and is a national leader in providing quality, values-oriented media products.