



FOR IMMEDIATE RELEASE

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**KWMU'S FEBRUARY MEMBERSHIP CAMPAIGN ENDS EARLY
AND RECEIVES A RECORD NUMBER OF PLEDGES**

90.7 KWMU received a record 2,067 pledges, totaling more than \$231,000, during the station's February 9-12 *For the Love of KWMU* membership campaign. Pledges were up 13% over the February 2008 membership campaign.

"This year we shortened the membership drive by two and a half days," said KWMU General Manager Tim Eby, "and our listeners really responded to this abbreviated schedule. It says something about public radio listeners for the station to reach its campaign goal in fewer days than previous years and during such challenging economic times. Everyone at KWMU really appreciates the generosity of our members."

Listeners who pledged during *For the Love of KWMU* could select a special "thank you" gift to send to a Valentine including chocolate from Chocolate Chocolate Chocolate Company, roses from the St. Louis Florist Network, custom designed jewelry and neckties from Diane Katzman and bed & breakfast and dinner gift certificates. B&B and dinner certificates were from Boone's Lick Trail Inn, Cedarcrest Manor, Corner George Inn, Dreamland Palace German Restaurant, Gallagher's Restaurant, Dr. Hertich's House, The Eagle's Nest & Bistro, Harpole's Hartland Lodge, His Rest, Inn Ste. Gemme Beauvais, Main Street Inn, Market Street Inn, Napoleon's Retreat, Oakridge Manor, Rackheath House Inn, Ruebel Hotel and YMCA Trout Lodge & Camp Lakewood.

Proceeds from all pledge drives at KWMU allow the station to purchase syndicated NPR and other public radio programs, fund local programming and fund general station operations.

90.7 KWMU-FM, St. Louis' premier National Public Radio (NPR) station, provides in-depth news, intelligent talk and great entertainment, and is a member-supported service of the University of Missouri-St. Louis.

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