



FOR IMMEDIATE RELEASE

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ST. LOUIS PUBLIC RADIO FALL MEMBERSHIP DRIVE

90.7 KWMU-FM invites listeners to invest in public radio and help celebrate 35 years of public broadcasting during **KWMU’s Annual Fall Membership Drive from October 11-20**. Members who make a gift to the station during the drive can choose from a variety of special benefits including a 35th Anniversary coffee mug and a 35th Anniversary hooded sweatshirt.

KWMU will be kicking off the drive with a “**Power Hour**” on Thursday, **October 11** from **8:00-9:00 a.m.** The goal of the “Power Hour” is to raise \$60,000, an entire day’s goal in just one hour.

Listeners can become members and pledge their support by calling **314-516-4000** or by visiting online at www.kwmu.org. More than half the station’s operating budget comes from individual contributors.

“For 35 years, KWMU has strived to provide listeners with quality programming,” said KWMU Director & General Manager Patricia Wente. “We are grateful to the station’s members and loyal listeners for helping us reach this special milestone, and we look forward to a successful membership drive and providing the community with many more years of service.”

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St. Louis Public Radio | 90.7 KWMU provides the St. Louis region award-winning, in-depth news, insightful discussion, and entertaining programs that focus on the issues and people who shape our community, our country and our world. Signature programs include: *Morning Edition*, *All Things Considered*, *Fresh Air*, *This American Life*, *Marketplace*, *Car Talk*, *St. Louis on the Air*, *BBC World Service*, *The Tavis Smiley Show*, *Wait Wait...Don’t Tell Me!* and *A Prairie Home Companion*.

St. Louis Public Radio, which broadcasts in HD on 90.7 and 90.7-2, reaches more than 2.4 million people in the bi-state area with its 100,000 watt signal. St. Louis Public Radio | 90.7 KWMU is a member-supported service of the University of Missouri-St. Louis.

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