



FOR IMMEDIATE RELEASE

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**ST. LOUIS PUBLIC RADIO HAS MOST SUCCESSFUL
SPRING FUND DRIVE IN THE STATION'S 39-YEAR HISTORY**

St. Louis Public Radio | 90.7 KWMU's spring Membership Campaign concluded today raising \$520,000 from 4,200 pledges. That's an increase of 19 percent from the previous year's spring drive. Of the total pledges, 1,580 were from first-time contributors. The campaign, which began on March 17, is one of two annual, on-air membership campaigns held by the station.

"Our listeners have certainly made a statement about the importance public radio in our community," said General Manager Tim Eby. "Through their generous support, St. Louis Public Radio has, once again, not only reached its campaign goal but exceeded it. We are truly grateful for everyone's support."

Proceeds from all membership campaigns at St. Louis Public Radio allow the station to purchase syndicated public radio programs, as well as fund local news production and general station operations.

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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, 90.7-2 and 90.7-3, reaches nearly 244,500 people each week in the bi-state area. St. Louis Public Radio | 90.7 KWMU is a member-supported service of the University of Missouri-St. Louis.