



FOR IMMEDIATE RELEASE

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**KWMU's SPRING MEMBERSHIP CAMPAIGN BLOSSOMS:
DRIVE EXCEEDS GOAL WITH RECORD NUMBER OF PLEDGES**

90.7 KWMU's Spring Membership Campaign concluded Friday, April 24, **raising a record \$248,000 from a record 2,200 listeners.** The drive generated increases across the board **with total dollars raised up 34%, number of gifts up 69% and first-time membership up 92% over Spring of 2008.**

"More than ever before people are tuning into KWMU for news and information," said General Manager Tim Eby, "and this increase in audience is translating into a significant increase in the number of new members for the station. Everyone at KWMU appreciates the generosity of so many during such uncertain economic times. Public radio in St. Louis is in good hands because of the public support given this past week and throughout our station's 36 year history."

Proceeds from all membership drives at KWMU allow the station to purchase NPR and other public radio programs, as well as fund local news production.

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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