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**ST. LOUIS PUBLIC RADIO'S FALL MEMBERSHIP CAMPAIGN
YIELDS A RECORD 3,662 PLEDGES TOTALING A RECORD \$474,050**

St. Louis Public Radio | 90.7 KWMU's Fall Membership Campaign concluded today raising a record \$474,050 from a record 3,662 pledges. That's an increase of 24% from the previous year. Of the total pledges, 1,358 were from first-time contributors. The campaign, which began on October 15, is now one of only two annual, on-air membership campaigns held by the station. St. Louis Public Radio has eliminated its on-air campaign in February.

"Once again, public radio listeners in the greater St. Louis community have stepped up in support of the station," said General Manager Tim Eby. "We told listeners that we wanted to eliminate one of our on-air membership campaigns to avoid interrupting programming three times a year. To make this goal a reality, we needed more listeners than ever before to pledge their support, and they did. Everyone at St. Louis Public Radio greatly appreciates their generosity!"

Proceeds from all membership campaigns at St. Louis Public Radio allow the station to purchase syndicated NPR and other 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 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.