



**FOR IMMEDIATE RELEASE**

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**ST. LOUIS PUBLIC RADIO'S FALL MEMBERSHIP CAMPAIGN  
RAISES \$500,000+ FOR THE FIRST TIME IN THE STATION'S HISTORY**

**St. Louis Public Radio | 90.7 KWMU's Fall Membership Campaign concluded today raising a record \$560,000 from a record 4,055 pledges. That's an increase of 20% from the previous year. Of the total pledges, 1,577 were from first-time contributors.** The campaign, which began on October 14, is one of two annual, on-air membership campaigns held by the station.

"The results of this campaign are truly amazing," said General Manager Tim Eby. "St. Louis Public Radio listeners continue to pledge their support in record numbers both as new and renewing members. We greatly appreciate 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 272,000 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.