



FOR IMMEDIATE RELEASE

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CONTACT: Phil Donato

314-516-5425

pdonato@stlpublicradio.org

**ST. LOUIS PUBLIC RADIO'S FALL MEMBERSHIP CAMPAIGN
RAISES \$554,000**

St. Louis Public Radio | 90.7 KWMU's Fall Membership Campaign concluded today raising \$554,000 from 3,800 pledges. That's an increase of six percent from the previous drive. Of the total pledges, 1,300 were from first-time contributors. The campaign, which began on October 13, is one of two annual, on-air membership campaigns held by the station.

"Our listeners continue to amaze me with their generous support of St. Louis Public Radio," said General Manager Tim Eby. "Simply put, our donors are the driving force behind public radio. Their support enables us to serve everyone in the region by broadcasting award-winning in-depth news and high-quality programs. We're very grateful to our donors for their part in helping make St. Louis a well-informed community."

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 245,000 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.