



**FOR IMMEDIATE RELEASE**

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**ADDITION BY SUBTRACTION:**

**ST. LOUIS PUBLIC RADIO RAISES 12% MORE REVENUE WITH TWO MEMBERSHIP DRIVES THAN PREVIOUSLY RAISED WITH THREE**

**St. Louis Public Radio | 90.7 KWMU's spring Membership Campaign concluded today raising a record \$437,000 from a record 3,500 pledges. Of the total pledges, 1,300 were from first-time contributors.** These numbers, combined with those raised during the fall 2009 Membership Campaign, yielded 12% more revenue for the station than the three membership campaigns did in the previous fiscal year.

“Considering that we eliminated our For the Love of KWMU campaign in February and still raised substantially more money with two drives than we did previously with three drives, it is remarkable,” said General Manager Tim Eby. “Our listeners have proven, once again, how much they value St. Louis Public Radio’s service to the community.”

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, to provide regional 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 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.