



**RELEASE**

**WPSU-FM'S 5-DAY PLEDGE DRIVE TO BEGIN**

**UNIVERSITY PARK, Pa. (April 9, 2007)** — Last fall, WPSU-FM marked new territory in its fundraising efforts by cutting the on-air membership drive in half to five days, receiving great response from listeners and members, and reaching the membership goal in record time. For the spring drive, the public radio station will hold another 5-Day Drive. The station's goal is to reach \$342,000 in year-to-date membership contributions by the end of the campaign. The spring 5-Day Drive begins on Thursday, April 12.

Through mail-in, telephone and online pledging, WPSU-FM is trying to raise as much of the goal as possible before the 5-Day Drive begins. If enough money is raised through these "off-air" avenues, on-air campaigns could be reduced more in the future.

"We believed that there must be a better way to raise money to support the station than by a long pledge drive," said Greg Petersen, radio station manager. "Our listeners have shown their support and made our fall 5-Day Drive a big success. We hope that the shortened spring drive gets the same great response from our members."

Listeners can support WPSU-FM by becoming a new member or, current members can increase their pledge. Pledges can be made online at <http://wpsu.org/membership/> or by calling (877) 420-9778. Contributions can also be mailed to WPSU at 120 Outreach Building, University Park, PA 16802.

Listeners can find WPSU-FM at 90.1 in northern Pennsylvania, 91.5 in central Pennsylvania, 92.1 in DuBois, 92.3 in Huntingdon, 95.1 in Treasure Lake, 100.9 in Bradford, 104.7 in Clearfield, and 106.7 in Altoona or online at <http://wpsu.org> online.

WPSU serves central Pennsylvania with programming, educational services and community outreach. The public media service produces, acquires and distributes programs that address local interests and reflect the diverse cultural, political, geographic and demographic characteristics of an audience within central Pennsylvania.

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