



RELEASE

WPSU-FM '5-DAY DRIVE' A SUCCESS IN FOUR DAYS

UNIVERSITY PARK, Pa. (October 30, 2006) — WPSU-FM's fall on-air pledge drive concluded successfully on Sunday afternoon -- just four days into an already reduced five day drive. The drive concluded with over \$143,000 in contributions and pledges.

In response to listener feedback and concerns about the length of its fund- raisers, the public radio station had earlier committed to cutting its fall campaign in half from 10 days to just five. The station told listeners that to stay on track for the fiscal year, that it needed to raise \$140,000 by the end of day on October 30.

Short on-air announcements were made on the station leading up to the on-air campaign, encouraging listeners to make donations on-line at wpsu.org or via a toll-free number. The on-air campaign started with just over \$91,000 in contributions.

Once the goal was reached (and even surpassed), WPSU returned to its regular programming and ended the drive early.

"Our many thanks to listeners who became members during this experimental drive," said Greg Petersen, radio station manager. "It shows that there may indeed be a better way to raise the necessary funds to operate the station and partner with our members to make the process less intrusive."

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 at 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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