



Michigan Radio
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News Release

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FOR IMMEDIATE RELEASE

Michigan Radio Wraps Up Spring Membership Drive

ANN ARBOR, Mich. -- Michigan Radio, the public radio station of the University of Michigan, finished a successful Spring Membership Drive last Friday. The on-air fundraiser, which ran from April 4 – 11, generated 4,664 pledges totaling more than \$594,000. Of that, over \$200,000 was raised from first time donors to the station.

The 2008 Spring Membership Drive raised money through several sources, including:

- Over \$473,000 in contributions from listeners calling in a pledge to phone volunteers.
- Over \$121,000 generated from people contributing through the station's website.

The station saw a particularly large jump in people making contributions over the internet, with a 50% increase in online pledges compared with spring, 2007.

The \$594,000 raised during the on-air fundraiser was in addition to almost \$230,000 contributed during the station's pre-pledge drive direct mail campaign. The money raised helps pay for programming costs and general operating expenses at the station, with membership support being the single largest source of income.

"Our listeners who support Michigan Radio as members never cease to amaze us with their dedication to maintaining the quality of our service," says Director of Broadcasting Steve Schram. "We return their outstanding measure of support by providing the strongest public radio news and information service in the state."

Michigan Radio includes WUOM (91.7 FM in Ann Arbor/Detroit), WFUM-FM (91.1 FM in Flint), and WVGR (104.1 FM in Grand Rapids). Michigan Radio is a service of Michigan Public Media.

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WUOM 91.7 FM Ann Arbor/Detroit • WVGR 104.1 FM Grand Rapids • WFUM 91.1 FM Flint
Your NPR® News Station

Michigan Radio is a service of Michigan Public Media and broadcasts from the campus of the University of Michigan in Ann Arbor