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News Release

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FOR IMMEDIATE RELEASE

Michigan Radio's Spring Membership Drive Raises over \$730,000

ANN ARBOR, Mich. -- Michigan Radio, the public radio station of the University of Michigan, finished a successful Spring Membership Drive last Friday, March 30, bringing in more than \$730,000.

The 2007 Spring Membership Drive raised money through a variety of sources, including:

- Over \$580,000 in contributions from listeners.
- Over \$150,000 generated from corporate support linked to first-time and renewing member incentives. These incentives were critical in recruiting over 700 new members during the Spring Membership Drive.

This drive's success amounts to a three percent increase in listener contributions over last spring's drive. Membership support is the single largest source of income for the station.

"It's gratifying to see that more and more listeners value our service and are willing to make a personal investment in supporting their station," says Director of Broadcasting Steve Schram. "The success of Michigan Radio is in our listeners' hands and they recognize their responsibility to keep the station strong."

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

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from the campus of the University of Michigan in Ann Arbor