



For Immediate Release
October 23, 2008

Contact
Amy Elias
Profiles, Inc.
410-243-3790

WYPR'S GAINS NEW MEMBERS; LISTENERS SHOW SUPPORT DURING FALL PLEDGE CAMPAIGN

Baltimore, Maryland -- In turbulent times, people turn to trusted resources. And for many who live and work in the greater Baltimore region, WYPR is a proven entity, evidenced by the recent news that its Fall membership drive was among its most successful to date.

During WYPR's fall campaign, the station gained more than 900 new members and its six-day on-air campaign exceeded \$205,000. Additionally \$55,000 was made in pledges during its 'Shorten the Drive' campaign, all of which resulted in more than \$260,000 to support WYPR's programming.

"The success of WYPR's drive clearly indicates the value people place in local programs such as *Midday with Dan Rodricks*, *Maryland Morning with Sheilah Kast*, and *The Signal*, and in NPR's news reporting," said Anthony Brandon, President and General Manager of WYPR.

As part of its pledge campaign, WYPR partnered with Eddie's of Roland Park which resulted in the donation of 207 gift certificates for Thanksgiving turkeys to the Maryland Food Bank. Additionally, Donna's of Charles Village provided meals for phone bank volunteers.

WYPR is a National Public Radio News station. As a listener-supported radio station, all contributions to the station are tax-deductible to the fullest extent of the law. For more information, visit wypr.org or call 410-235-1660.

###