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## **WYPR ACHIEVES UNPRECEDENTED GAINS DURING FALL PLEDGE CAMPAIGN**

(Baltimore) – WYPR continues to increase its membership and listening audience, evidenced by results from its most recent pledge campaign. In October, during the its pre- and on-air membership drive, WYPR raised \$373,000, which also represents a 40% increase as compared to last year's campaign.

“This is an unprecedented moment for WYPR and our members,” said Anthony Brandon, President and General Manager of WYPR. “Not only does this reinforce the important role of public radio in our community, but it is an overwhelming show of support for WYPR's programs.”

During this recent campaign, the station gained approximately 650 new members. This, combined with current membership participation, resulted in 2,205 pledges, more than half of which was pledged during the last day of the drive.

As part of its pledge campaign, Vespa of Baltimore donated a new Vespa as a pledge incentive and Eddie's of Roland Park donated one turkey for every \$1,000 raised to the Maryland Food Bank.

WYPR is an NPR station. The station produces and broadcasts local programs including *Midday with Dan Rodricks*, *Maryland Morning with Sheilah Kast*, and *The Signal*, as well as news coverage and special editorial programming. 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 [www.wypr.org](http://www.wypr.org) or call 410-235-1660.

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