

CONTACT: Esmé Artz
Public Information coordinator
215-351-1243
eartz@whyy.org

WHYY-FM Launches “Get More Interesting” Awareness Campaign

PHILADELPHIA, May 18, 2015 — WHYY launches a new FM awareness campaign, “Get More Interesting,” that aims to earn new listeners and expand the public media provider’s radio and podcast audience. The WHYY-FM Awareness Campaign runs May 18 through August 31 and promises to help listeners throughout the region “Get More Interesting.”

The integrated campaign includes a mix of static and digital billboards along heavily travelled commuter routes to Philadelphia and advertisements in the city’s regional rail and bus systems. The campaign has a robust online presence at WHYY.org/getmoreinteresting.

“WHYY-FM provides best-in-class journalism and riveting storytelling. We want to ensure that everyone in our region is aware of the high-quality news and information we offer,” said Bill Marrazzo, WHYY president and CEO. “This campaign is aimed at local radio lovers who seek out the kind of news and entertainment that’s unique to WHYY.”

Art Ellis, WHYY vice president of communications and member relations, said: “This campaign is centered around engaging people who have questions, want answers, prefer an informed opinion and want to be connected to the world. The ‘Get More Interesting’ campaign is designed to reach people with differing values that enjoy different things about WHYY-FM.”

The WHYY-FM Awareness Campaign is made possible by a generous grant from the The Sutherland Family Foundation. The campaign was conceived and designed by Karma Agency in Philadelphia. For more information and to “Get More Interesting,” visit WHYY.org/getmoreinteresting.

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