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### **WHYY-FM'S ON-AIR MEMBERSHIP CAMPAIGN EXCEEDS MONETARY, MEMBERSHIP GOALS**

PHILADELPHIA, Oct. 27, 2009 — WHYY-FM's on-air membership campaign, which concluded Oct. 24, exceeded all its goals despite the challenging economic climate.

WHYY members contributed \$85,000 more than the goal for a total of \$616,653. Pledges came from 6,417 members, surpassing the goal of 6,197, and the average gift was \$96, about 13 percent higher than expected.

"There's no question that WHYY's audience values the news and information service that we provide," said WHYY president and CEO William J. Marrazzo. "We know that everyone today is carefully considering the value of each dollar they donate, and we are grateful that nearly 100,000 people in this region elect to support WHYY radio, television and online services each year.

"It is a tribute to the work done each day by everyone at WHYY, both those heard on the air and the many producers and support staff," he said.

WHYY recorded thousands of comments from listeners during the drive. Examples include:

- "This station fulfills my everyday search for intriguing conversation and interesting information." (Jennifer from Philadelphia)
- "I love the in-depth reports on news and public affairs. This kind of reporting is critical to the healthy maintenance of our democracy." (Leslie from Kennett Square, Pa.)
- "WHYY has greatly helped me to learn about our world and the important issues of our times. You teach me something every day!" (Nick from Allentown, Pa.)

WHYY-FM's strong membership support is also a reflection of the station's audience growth. In the past 10 years, WHYY-FM's rank in the local radio market increased from 22nd to seventh. While the audience for public radio nationally increased 3 percent from 2008 to 2009, WHYY's audience jumped 18 percent.



On-air campaigns are only one part of WHYY's membership efforts, which also include direct mail, telephone, e-mail and personal solicitation. The organization expects to raise about \$10.5 million from grassroots members this fiscal year.

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