



CONTACT: Brian Rossiter
Senior publicist
(215) 351-2066
brossiter@whyy.org

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

PHILADELPHIA, Feb. 12, 2010 — WHYY-FM's on-air membership campaign, which concluded Feb. 8, exceeded all its goals despite the challenging economic climate and the distraction of a record-breaking snowstorm.

WHYY members contributed \$713,820. Pledges came from 8,081 members.

"There's no question WHYY's audience values the news and information service that we provide," said William J. Marrazzo, WHYY president and CEO. "We know everyone today is carefully considering the value of each dollar they donate, and we are grateful 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-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.

#

