



Maine Public Broadcasting Network

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## **MPBN Radio “Super Thursday” One-Day Pledge Drive August 1st a Success**

*Pledge drive to raise essential listener support on MPBN Radio again exceeds goals.*

(Bangor/Portland/Lewiston) – Building on the excitement of MPBN’s previous Super Thursday One-Day Radio Pledge drives, the statewide network launched another single day fund-raising effort on Thursday, August 1st. The pledge drive’s goal was to raise \$225,000 in total pledges and the drive outperformed expectations over only 18 hours of fundraising. In total, 427 new members joined MPBN’s membership base and 2,054 pledges were made totaling \$227,760 in pledges secured.

“We are truly appreciative to receive such support! Our listeners across the state and the nation recognize the value of all the outstanding MPBN and NPR programming we broadcast each day,” stated MPBN’s President and CEO, Mark Vogelzang. “We all worked together to raise the essential revenue to keep MPBN going AND we did it in as short a period of time as possible. One day of fundraising and then back to our usual programming the following day. It’s a great model that works!”

The “Super Thursday” format taps into MPBN’s listeners’ enthusiasm to keep the programs interruption-free as much as possible over a single day of pledge. This is MPBN’s sixth Super Thursday Pledge Drive. Volunteers and MPBN employees manned MPBN’s pledge hotlines in both the Bangor and Portland MPBN locations and MPBN.NET received a high volume of pledges throughout the day.

Pam Smart, MPBN’s Director of Membership, noted “We have incredibly loyal members who contributed to this pledge AND we gained a significant number of new members as well! Once again we heard from listeners from every corner of Maine and across New England telling us how much they appreciate and depend on MPBN and MPBN Radio. We are very thankful for this strong showing of support.”

### **About the Maine Public Broadcasting Network:**

The Maine Public Broadcasting Network is Maine’s premier, independent media resource, dedicated to creating exceptional opportunities for the communities it serves to engage with critical issues, compelling stories and quality entertainment. MPBN is renowned for creating award-winning programs, as well as airing content from PBS, NPR, and other independent producers. Formed in 1992, MPBN is an independently owned and operated nonprofit organization with office and studio locations in Bangor, Lewiston, and Portland, Maine. For more information, visit [www.mpbn.net](http://www.mpbn.net).

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