



Maine Public Broadcasting Network

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**MPBN Radio “Super Thursday”
One-Day Pledge Drive November 7th a Success**

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

(Bangor/Portland/Lewiston) – Building on the success of previous Super Thursday One-Day Radio Pledge drives, the Maine Public Broadcasting Network launched another single day fund-raising effort on Thursday, November 7th. The pledge drive’s goal was to raise \$250,000 in total pledges and gain 500 new members. This pledge drive outperformed expectations over only 18 hours of fundraising. In total, 556 new members joined MPBN’s membership base and \$258,364 in pledges was secured.

“Once again our listeners across the state and the nation made a bold statement that they recognize the value of all the outstanding MPBN and NPR programming we broadcast and helped us exceed our pledge goals,” stated MPBN’s President and CEO, Mark Vogelzang. “Take one day for fundraising and then return back to our usual programming the following day is a strategy that our listeners clearly appreciate and are excited to support!”

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 seventh Super Thursday Pledge Drive. Volunteers and MPBN employees manned MPBN’s pledge hotlines in MPBN’s Portland studio and MPBN.NET received a high volume of pledges throughout the day.

Pam Smart, MPBN’s Director of Membership, noted “Not only did we exceed our monetary goal for this Super Thursday pledge, but also our goal for new members as well. These are very humbling and inspiring outcomes. We heard from listeners from every corner of Maine and New England telling us how deeply they feel connected to MPBN and MPBN Radio. We are extremely appreciative 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.

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