



Maine Public Broadcasting Network

1450 Lisbon Street, Lewiston, Maine 04240-3595 · 207 783 9101 · 800 884 1717 · Fax 207 783 5193

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CONTACT: Cory Morrissey
207.330.4606
cmorrissey@mpbn.net

MPBN Radio “Super Thursday” One-Day Pledge Drive April 11th a Success

Pledge drive to raise essential listener support on April 11th on MPBN Radio 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, April 11th. With goals of 600 new members and \$300,000 in total pledges, the pledge drive outperformed expectations over only 18 hours of fundraising. In total, 612 new members joined MPBN’s membership base and 3,300 pledges were made totaling \$342,453 in funds raised.

“This is just a great outcome and we are truly appreciative of the support! Our listeners across the state recognize the value of all the outstanding MPBN and NPR programming we air each day, understand the funding issues we have been facing, and came out in full force,” 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.”

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 fifth 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.

Jennifer Foley, MPBN’s VP of Development, noted “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. This one-day idea allows us to raise the funds that we need without heavily impacting the outstanding programming that our listeners have become accustomed to hearing. We are very humbled by this strong showing of support.”

About the Maine Public Broadcasting Network:

The Maine Public Broadcasting Network operates five television transmitters (WCBB-TV - Augusta - 10, WMEA-TV - Biddeford – 26, WMED-TV - Calais – 13, WMEB-TV - Orono – 12, WMEM-TV - Presque Isle – 10), and seven radio transmitters (WMEH-FM - Bangor - 90.9, WMED-FM - Calais - 89.7, WMEP-FM - Camden - 90.5, WMEF-FM - Fort Kent - 106.5, WMEA-FM - Portland - 90.1, WMEM-FM - Presque Isle - 106.1, WMEW-FM - Waterville - 91.3) reaching households in Maine, New Hampshire, Massachusetts, and Atlantic Canada. MPBN also delivers content to a worldwide audience via its website, www.mpbn.net.

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