



NEWS RELEASE

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### **KTBG-FM 90.9 The Bridge Completes Record-Setting Pledge Drive**

WARRENSBURG, MO (May 21, 2008) – Listeners and supporters of KTBG-FM 90.9 The Bridge, the University of Central Missouri’s public broadcasting radio station, have given the station a heart-felt boost with the completion of the most successful pledge drive in the station’s history.

According to Jon Hart, program director for 90.9 The Bridge, discussions held three years ago with the Corporation for Public Broadcasting revealed that the station needed to increase the level of economic support from the community to meet minimum requirements set by the Corporation for Public Broadcasting.

“In simple terms, we were told we would need to triple that level of support received from our community in three years, or we would be in danger of losing our annual operating grant from the CPB,” Hart said. “We knew when we started our spring 2008 pledge drive that we needed to raise \$59,000 to meet that goal. Our best pledge drive to date was the Fall 2007 drive that raised \$36,500.”

The staff of 90.9 The Bridge took their case to their listeners and membership via the airwaves and the station’s program guide. They also reached out online to station supporters far beyond their broadcast service area. The result was a record \$61,000 in pledges in 12 days.

“During the drive, we received pledges from people in Illinois, Wisconsin, Oklahoma, Colorado, Puerto Rico and the United Kingdom” Hart added. “On the last day of the drive, the staff realized they were within \$10 of the goal. Robb Hrbacek, a UCM freshman and 90.9 The Bridge staffer, reached into his pocket and put us over the top.”

Hart added, “that marriage of heart, effort and personal resources that stretch from our membership all the way through our student staff is incredibly inspiring to all of us.”

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KTBG-FM 90.9 The Bridge is a 100,000 watt stereo operation that broadcasts a full range of National Public Radio programming and adult alternative music to a potential listening audience of more than 1 million listeners. Studios and offices are located in the Patton Broadcast Center in the Wood Building on the UCM campus. The station also produces and airs a number of local programs.

For more information about 90.9 The Bridge programming, or how to become a member, visit [www.ktbg.fm](http://www.ktbg.fm) or contact the station at 660-543-4155.

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