5-1-1996

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MONTANA PUBLIC RADIO SMASHES PREVIOUS PLEDGE RECORD

MISSOULA —

Montana Public Radio’s 1996 fund-raiser, April 13-21, raised an all-time record in dollars pledged from listeners to support stations KUFM in Missoula and KGPR in Great Falls.

By midnight Sunday, April 21, Public Radio Week had raked in $272,000, falling only $3,000 short of the $275,000 goal. The total continues to mount as additional listeners call or stop by the station with their pledges.

During the nine-day marathon, more than 300 volunteers took turns answering the 12 phones in KUFM’s "boiler room," recording about 4,400 pledges. More than 2,000 premiums, ranging from composted manure to massages and munchies, were offered as enticements for pledging money.

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