

All Classical



Historic Membership Drive in Tough Economy

Rare classical music service celebrates and credits community effort for most successful drive to date.

(Portland, OR) All Classical FM, a non-profit 24-hour classical music station serving Oregon and Southwest Washington, announced today that it raised a record \$431,000 from over 4,382 donors during its March 4 through 13 Spring Membership Drive.

Not only was the \$400,000 goal met early, but there was also a 20 percent increase in calls and a sizeable increase in new members. Support flowed in from multiple states across the nation and also from multiple countries abroad. Funds received during these semi-annual on-air drives are used to cover the majority of annual costs needed to run the station twenty-four hours a day, seven days a week.

“We started this drive knowing we had a tough row to hoe, especially given the current economic environment,” said All Classical President and CEO Jack Allen. “It is clear that this station and this service are a vital part of the communities we serve as more people responded than ever before. The folks of this region clearly understand how important it is to protect and sustain a fragile and yet renewable cultural resource.”

All Classical would like to thank our army of listener/supporters and volunteers who together turned the tide on Friday the 13th.

About All Classical FM

All Classical FM is Portland, Oregon’s 24-hour non-profit classical radio station. Established in 1983, its mission is to provide classical music and fine arts information to listeners in Oregon, Southwest Washington and the world via the Internet. All Classical also strives to increase audiences for local performers and performances, thereby further enhancing the region’s cultural environment. All Classical’s signal is broadcast in Portland on KBPS 89.9 FM, and re-broadcast in the Hood River region on 90.0 FM, in The Dalles on 88.1 FM and on the Central Coast on 88.1 FM. All Classical FM and its repeater stations are non-commercial public radio stations and rely on community contributions, which provide more than 80 percent of their budgets.

The stations also receive financial support from local businesses and arts organizations that underwrite programming through on-air sponsorships. A small portion of the stations' annual budget comes from various foundation grants and the Corporation for Public Broadcasting. Additional information can be found at the stations website: www.AllClassical.org

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