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FOR IMMEDIATE RELEASE

WPRB READIES FOR DEBUT MEMBERSHIP DRIVE STARTING 10/7/07 at 7pm ET

The students and staff at WPRB Princeton Stereo 103.3 FM, the 14,000 Watt non-profit radio station located on Princeton University's campus in Princeton, New Jersey, are putting the finishing touches on preparations for the first-ever on-air membership drive to be held next week, from the 7th through the 14th of October.

Starting at 7pm on Sunday, John Weingart's show 'Music You Can't Hear on the Radio' will kick off the membership drive. WPRB will be off to a running start after Weingart's show, and will enjoy a week full of exclusive programming for the drive. WPRB will air Production Manager Adam Flynn's 'Radio Ranger' serialized space opera daily at 2pm and 8pm. Flynn, the writer, producer, and director of the radio drama, refuses to disclose the whole plot, but sources say it details the struggles of the WPRB Radio Rangers against the dastardly music-stealing Dr. Cosmo. On Monday at 6:30pm WPRB News will air an exclusive interview with WPRB alumni Charlie Gibson of ABC News by Development Director Michael E. van Landingham. Wednesday will see a special five-hour edition of Jon Solomon's show starting at 7pm, with guests The A-Sides (Vagrant Records), Jennifer O'Connor (Matador Records), and Adam Arcuragi (High Two Records). Solomon promises to have some surprise guests in store, too. If he can raise \$25,000 during his show, Solomon has vowed to add a 25th hour to the 20th edition of his 24-Hour Holiday Radio Show on Christmas Eve.

WPRB operators will be standing by at 609-258-1033 to take pledges during all formats and at all hours of the broadcasting day, usually running from 6am-2am ET. Programming on WPRB includes five hours of classical music weekdays from 6am to 11 am and 7am-10am on weekends, jazz in the afternoon, and independent rock for the remainder of the broadcasting day. Listeners can pledge with all major credit cards or with PayPal, provided they log onto pledge.wprb.com. The drive will run during all broadcast hours save for on the FM signal on Saturday at 3:30pm because of the Princeton football game, but it will continue on WPRB's webstream.

Thank-You Gifts available to pledging listeners can be seen on pledge.wprb.com and were designed by Ed Moorman (edsdeadboddy.com), Greg Pizzoli (doctorpizzoli.com), and Tim Gough (timgough.org). Special premium gifts given by over 25 record labels, distribution companies, and artists are available to listeners who pledge with a credit card at specified hours which are to be announced *over the air only*. Specialty gifts range in value from \$5 to \$200 in retail value.

Founded in 1940, WPRB is the oldest college FM radio station and can be heard on the airwaves throughout New Jersey and most of the Philadelphia metropolitan area. The station's Board of Trustees decided in 2007 that a membership drive was needed to strengthen the station's future. Though located on University property, Princeton does not directly fund WPRB. Donations pledged during this drive will be directed toward station operations. The staff of WPRB hopes the annual membership drive will increase support for independent radio in the community. WPRB can be heard on FM frequency 103.3 in the Philadelphia area and throughout New Jersey, or listened to worldwide via wprb.com or iTunes Radio.