



FOR IMMEDIATE RELEASE

Contact: Bryan Earl

Office: Utah Public Radio

Tel. 435.797.3107

Email: bryan.earl@usu.edu

Utah Public Radio launches new type fundraiser

UPR finds new ways to raise revenue to keep station operating

LOGAN, Utah – Utah Public Radio, a service of Utah State University, launches its first-ever online auction to raise funds for the operation of the station. The auction invites businesses to donate their goods or services in exchange for special on-air and online offers from UPR.

“In view of the fact that we have to raise 80 percent of our funding, this is a new approach to bringing in some of the additional revenue we need,” said UPR General Manager Victor Hogstrom.

Raising funds is an integral part of accomplishing UPR’s mission of empowering listeners through quality programming, Hogstrom said. The raised funds will help cover programming and operating costs.

Donors so far include Repartee Gallery (American Fork, Bountiful, and Fort Union), AVEDA Essence Salon & Day Spa (Logan), Import Auto (Logan), Sabaku Sushi (Moab) and others.

“Participating in the UPR Online Auction is easy,” Hogstrom said. “A dinner for two at your restaurant , a massage at your spa, a stay at your hotel, a gift certificate to your store ... everyone has a product or service that can be auctioned. Just decide on a package of offers that will promote your business.”

In exchange for donations, UPR is offering on-air acknowledgments of support, links to sponsoring companies’ websites, inclusion of companies’ logos on UPR’s promotional materials and acknowledgement of the company and the donation on UPR’s website – depending on the value of the donation. Volunteers will also be calling businesses in areas within UPR’s coverage to solicit donations.

Participants in the bidding process may bid on as many items as they wish. The auction begins Nov. 19 and ends Dec. 3 at midnight.

Utah Public Radio is Utah’s oldest non-commercial, educational radio service and is heard by listeners across Utah and southern Idaho via a network of five full-power HD-enhanced stations and 30 translators. More than half of the Utah’s population resides within the station and translator network coverage area. For a complete list of areas served and where to listen, please visit upr.org and click on “Where to Listen.”