



WBGO response to listeners inquiries re: programmatic ad placement

WBGO continues to be supported by our members and by various businesses that pay for “underwriting” announcements, which are in effect “commercials” that promote goods, services, and entertainment, without including certain types of language (qualifiers, "calls to action", etc.) in compliance with FCC regulations. Without this type of *business support*, WBGO would cease to exist.

According to the most recent fundraising figures, approximately two in ten WBGO listeners are actual contributors, and those contributions represent approximately 50% of our annual income. And, in the aftermath of losing federal funding in the summer of 2025 (approximately 9% of our operating budget), we are experimenting with a variety of ways to replace the revenue that was lost and unfortunately will never return.

Although we are prohibited from airing certain types of paid announcements on our broadcast signal, those restrictions are not applicable to our internet streaming services, and thus we are free to run limited amounts of “commercial” announcements that generate the income necessary to keep the radio station on the air. We are working with advertisers to craft announcements that will be more compatible with the "public radio aesthetic" and as we progress through this new territory, I am confident that we will ultimately achieve an equilibrium that will be amenable to listeners like you, while remaining in agreement with our fiscal obligations.

The overwhelmingly positive response to our most recent fundraising efforts has proven the viability of our purpose – we received more contributions over the past year than in the previous 12 month period - however the current levels of enthusiasm for supporting public media are not sustainable for the foreseeable future and in the final analysis we must prioritize sustainability if we are to continue to provide the music and information your rely upon and so richly deserve.

Many thanks for your continued support of WBGO!

A handwritten signature in black ink, appearing to read "Steve".

Steven A. Williams
President and CEO