Dear Friends of WUSF Public Media,

As you probably know, all state funding for public broadcasting was eliminated by the Governor on May 26, 2011. To WUSF, this means a loss of $500,000.

What are we doing to adjust to this significant loss of revenue? I can tell you we are working diligently to balance our budget and that no facet of our business will escape scrutiny. We will be cutting expenses which will, in some cases, result in a loss of services to you.

We will also look at ways to raise additional revenue. We realize that we cannot continue to thrive by simply asking the same people to give. Tens of thousands of people use and benefit from our services, but do not financially support WUSF. We will be appealing to them on our air, online and in print, to take an active part in the future of their public broadcasting stations.

You have been a loyal supporter of WUSF and I thank you for that. I ask that you continue your support and increase it if you can. But you have an even larger, more powerful role to play. Please talk to your family, friends and neighbors who rely on public broadcasting and ask them to support it, just like you.

For the immediate future, we will continue to bring you, your children and grandchildren the best educational and informational programming available. And we’ll entertain you with old movies, British dramas and the wacky news from Lake Wobegon.

Finally, you can rest assured that WUSF will be here for you during this hurricane season to provide you with the vital information you’ll need, and to serve as the state designated source for roadside evacuation information.

We need your help to do all of this.

Sincerely,
JoAnn Urofsky
General Manager
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In Joanna Lumley’s Nile, actress Joanna Lumley (Absolutely Fabulous, The New Avengers) explores the longest river in the world, the Nile, from deserts where ancient civilizations once ruled to jungles where Victorian explorers underwent unspeakable suffering. Airs Fridays at 10 p.m., beginning July 15.