

## **Decreasing State Funding**

You've heard about the state budget shortfall that Oklahoma is dealing with this fiscal year and next year, too.

It means that the University of Oklahoma's funding contribution to KGOU has been decreasing over the past few years, and we're expecting another 12 percent cut this next year.

Over the years, KGOU's budget has run across a 'speed bump' or two. But listeners have always been there to help KGOU get through uncertain times.

Listener support is – more than ever – KGOU's most important source of funding.

We're asking today that you do your part as a listener who values this program we're listening to right now.

Give the amount that's right for you by calling 325-5468, or go online and use our secure online donation form at [KGOU.org](http://KGOU.org).

## **Funding Story – State Funds**

There are just a few sources of funding available to KGOU – support comes from the University of Oklahoma, the Corporation for Public Broadcasting, and from private donations from businesses and individuals.

Maybe you've heard that state funding to colleges and universities is reduced because of the current economy. Our budget has been cut by several percentage points....and we're bracing for 12 percent more.

You've heard us say that donations from the private sector are our most reliable – and most important – funding source. In this past fiscal year, listeners and business supporters accounted for 73 percent of KGOU's annual cash budget.

We don't know what will happen with some of our funding sources – but we are confident that we can count on KGOU's listeners to keep this service going. Support from listeners like you is as important as it's ever been. Call now – 325-5468 (KGOU) – or toll-free at 1-866-533-2470. Or you can use our online pledge form at [KGOU.org](http://KGOU.org).