

Re: Is WORT an Endling?

WORT: We're Different!

An endling is the last known individual of a species or subspecies. When an endling dies that species becomes extinct. Robert Webster proposed the word *endling* in his letter to the journal *Nature* in April 1996. It carries a bit of Dickensian poignancy.



Najin & Fatu, last White Rhinoceros

Is WORT an Endling?

WORT is one of 283 community radio stations licensed to broadcast in the United States.

Of those 283 stations, only WORT and a handful of others regularly broadcast over 25 different genres of music, as well as a slate of news and talk shows.

Radio wisdom says that a multi-format station will not survive; that listeners will find it chaotic and confusing.

But you, like WORT, are a little different.

Thanks to that difference, you've embraced the unique, non-conformist, alternative sound of WORT for over 45 years. You've built a community radio station that has survived and thrived.

We were busy today processing and adding up the snowstorm of pledges we received over the last two weeks. Thank you for making this work necessary!

It looks like we fell a few thousand dollars short of our goal, but we won't have the final numbers until tomorrow. **If you didn't have the chance to pledge or pledged to WORT but have a little extra to kick in, we promise to be frugal and prudent with your investment.**

Pledge online at wortfm.org/donate. We still have thank you gifts available, including the very popular star-nosed mole WORT hoody. These gifts will be available through Wednesday, March 13th.

Is WORT an endling? You could describe it that way, but it's really more like Tinkerbell. As long as people believe in WORT, it will survive.

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Thank you for believing in WORT.

And thank you for being a little bit odd, peculiar, and different. We couldn't do it without you.

WORT 89.9 FM | 608-256-2001 | pledge@worfm.org | worfm.org

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