Over the long run, advertising; and awarded initiative subsidy was based on local advertising. For the station membership list. Another long time source of money has been the Ivy Network, which sells advertising on WTBS's vestigial AM operation, the hard times have hit Ivy especially hard, and income from this source has been plummeting. No new sources of revenue are apparent, and if one is not forthcoming, the station may suffer operational setbacks. Finboard has provided some funding in recent years, but seems unlikely to provide more money in a time of shrinking budgets.

"WTBS is basically healthy," according to Stucke, "and we'll be around for a long time." To help make the prophecy self-fulfilling, a major recruitment drive will occur this spring.