



**WHITE ASH BROADCASTING, INC.
PROCESS FOR DETERMINING CEO COMPENSATION**

CEO Evaluation:

An evaluation form is sent by the Chairperson to the entire Board for their input prior to the annual meeting. The Board Chairperson compiles the information and meets with the President to provide the feedback. This is also reviewed at a Board meeting in Executive Session, where the President is invited to meet with the board following their discussion.

CEO Compensation:

The President provides the Board with comparison CEO compensation data from the Corporation for Public Broadcasting (CPB) for stations of similar market size, budget size, and licensee status. This provides the Board with a wide range of comparisons in determining the CEO's compensation. This takes place at the board's annual meeting.