

WHITE ASH BROADCASTING, INC.  
STRATEGIC AND OPERATING ASSUMPTIONS

2017-2018

The principal elements of the Corporation's financial strategy for the fiscal year 2017-2018 are as follows:

1. The Legacy Society and the Endowment Funds will contribute \$12,000 to the overall revenues.
2. Depreciation is two hundred thousand dollars (\$200,000).
3. Ten thousand five hundred dollars (\$10,500) will be allocated to capital expenditures.
4. Twenty five thousand dollars (\$25,000) will be allocated for reserve funds.
5. The net increase to the unrestricted fund balance is equal to twelve thousand dollars (\$12,000).
6. While the net operating income is negative, it has been funded by depreciation.
7. Special Projects include a wish list, which will be funded by grant monies or special contributions from members.
8. The organization will focus on the development of local content, expansion of cultural arts experiences and financial sustainability.
9. The organization seeks to strategically and collaboratively increase community partnerships.
10. The organization will launch community engagement events as related to the 40<sup>th</sup> anniversary.
11. In summary, the organization will focus on community engagement, development of local content, cultural experiences and financial sustainability.

WHITE ASH BROADCASTING, INC.

Operating Budget  
2017-2018

Summary of Statement of Revenue and Expenses  
For Year-Ended September 30, 2018

|                                |                           |
|--------------------------------|---------------------------|
| Operating Revenue              | \$1,971,000               |
| Endowment Revenue              | 12,000                    |
| <b>Total Operating Revenue</b> | <b><u>\$1,983,000</u></b> |
| Operating Expense              | \$1,923,500               |
| Depreciation                   | 200,000                   |
| <b>Total Operating Expense</b> | <b><u>\$2,123,500</u></b> |
| <b>Net Operating Income</b>    | <b><u>(\$140,500)</u></b> |

Statement of Changes in Financial Position  
Source of Funds

|                              |                         |
|------------------------------|-------------------------|
| Net Operating Income         | \$ (140,500)            |
| Depreciation                 | 200,000                 |
| <b>Total Source of Funds</b> | <b><u>\$ 59,500</u></b> |

Application of Funds

|                                       |                         |
|---------------------------------------|-------------------------|
| Endowment Monies                      | \$ 12,000               |
| Capital Acquisitions                  | \$ 10,500               |
| Reserve Funds                         | \$ 25,000               |
| Increase in Unrestricted Fund Balance | \$ 12,000               |
| <b>Total Application of Funds</b>     | <b><u>\$ 59,500</u></b> |

WHITE ASH BROADCASTING INC.

2017-2018 Budget

OPERATING REVENUES:

|                                 |                    |
|---------------------------------|--------------------|
| Corporate & Paid Spots          | \$440,000          |
| Membership                      | 820,000            |
| Grants & Foundations            | 505,000            |
| Misc. & Interest Income         | 26,000             |
| Events                          | 180,000            |
| Endowment                       | 12,000             |
| <b>TOTAL OPERATING REVENUES</b> | <u>\$1,983,000</u> |

OPERATING EXPENSES:

|                                 |                          |
|---------------------------------|--------------------------|
| Salary & Wages                  | 875,000                  |
| Contractual Services            | 30,000                   |
| Taxes – Benefits                | 200,000                  |
| Office Supplies                 | 13,000                   |
| Postage/Shipping                | 20,000                   |
| Building Lease                  | 130,000                  |
| Telephone & Utilities           | 75,000                   |
| Tower Rental                    | 15,000                   |
| General Insurance               | 33,000                   |
| Development Printing            | 18,000                   |
| Travel & Training               | 15,000                   |
| Program Acquisition             | 310,000                  |
| Satellite Fees                  | 17,500                   |
| Advertising & Premiums          | 10,000                   |
| Equipment Maintenance           | 10,000                   |
| Engineering/Production/Music    | 10,000                   |
| Dues & Subscriptions            | 7,000                    |
| Tech Services                   | 30,000                   |
| Professional Services           | 33,000                   |
| Miscellaneous                   | 12,000                   |
| Events                          | 40,000                   |
| Data Processing                 | 20,000                   |
| Depreciation                    | 200,000                  |
| <b>TOTAL OPERATING EXPENSES</b> | <u>\$2,123,500</u>       |
| <b>NET OPERATING INCOME</b>     | <u><u>-\$140,500</u></u> |