WHITE ASH BROADCASTING, INC.

STRATEGIC AND OPERATING ASSUMPTIONS

2025-2026

The principal elements of the Corporation's financial strategy for the fiscal year 2025-2026 are as follows:

1. The Legacy Society and the Endowment Funds will contribute $4,000 to the overall revenues.
2. Depreciation is one hundred sixty-three thousand eight hundred dollars ($163,800).
3. Special Projects include a wish list, these projects are funded by members, foundations, and community partners.
4. In light of federal funding recission, the organization will focus on increasing individual giving on a sustaining basis through pledge drives and outreach.
5. The organization will seek to strategically and collaboratively increase corporate and membership revenue.
6. The organization will continue to work towards expanding news coverage in the Merced and Bakersfield markets through the support of its foundation partners.
7. The organization will expand its presence in local news with digital audiences with the new daily news podcast.
8. The organization will seek creative collaborations with other outlets to expand its impact and reach.
9. The organization will focus on increasing listener engagement and donor cultivation. This will happen through the use of community engagement events, focus groups, surveys and donor gatherings.
10. The organization will work on fundraising to pay off the mortgage before the balloon payment is due in August 2026.

WHITE ASH BROADCASTING, INC.

Operating Budget
2025-2026

Summary of Statement of Revenue and Expenses
For Year-Ending September 30, 2026

Operating Revenue	$2,270,000
Endowment Revenue	$ 4,000
Total Operating Revenue	**$2,274,000**
Operating Expense	$2,249,000
Depreciation	$ 163,800
Total Operating Expense	**$2,412,800**
Net Operating Income (Loss)	**($138,800)**

Statement of Changes in Financial Position
Source of Funds

Net Operating Income (Loss)	($138,800)
Principal payments on mortgage	($25,000)
Depreciation	$163,800
Total Source of Funds	**$0**

WHITE ASH BROADCASTING INC.

2025-2026 Budget

OPERATING REVENUES:	
Corporate & Paid Spots	$265,000
Membership	1,270,000
Grants & Foundations	475,000
Misc. & Interest Income	95,000
Events	165,000
Endowment	4,000
TOTAL OPERATING REVENUES	$2,274,000
OPERATING EXPENSES:	
Salary & Wages	1,080,000
Contractual Services	78,400
Taxes – Benefits	195,000
Office Supplies	12,000
Postage/Shipping	10,000
Facility Costs	50,000
Telephone & Utilities	97,000
Tower Rental	13,200
General Insurance	36,000
Development Printing	20,000
Travel & Training	15,000
Program Acquisition	372,000
Satellite Fees	3,400
Advertising & Premiums	5,000
Equipment Maintenance	5,000
Engineering/Production	8,000
Dues & Subscriptions	10,000
Tech Services	50,000
Professional Services	45,000
Miscellaneous	3,000
Events	90,000
Taxes	1,000
Data Processing	50,000
Depreciation	163,800
TOTAL OPERATING EXPENSES	$2,412,800
NET OPERATING INCOME	-$138,800