The principal elements of the Corporation’s financial strategy for the fiscal year 2023-2024 are as follows:

1. The Legacy Society and the Endowment Funds will contribute $5,000 to the overall revenues.
2. Depreciation is one hundred sixty-five thousand dollars ($165,000).
3. Special Projects include a wish list, these projects are funded by members, foundations, and community partners.
4. The organization will seek to strategically and collaboratively increase corporate and membership revenue.
5. The organization will continue to work towards expanding news coverage in the Merced and Bakersfield markets through the support of its foundation partners.
6. The organization will work on developing fresh and more effective ways of providing local content to its listeners.
7. The organization will focus on increasing listener engagement and donor cultivation. This will happen through the use of community engagement events, digital media and donor gatherings.
WHITE ASH BROADCASTING, INC.

Operating Budget
2023-2024

Summary of Statement of Revenue and Expenses
For Year-Ending September 30, 2024

Operating Revenue $2,497,000
Endowment Revenue $ 5,000

Total Operating Revenue $2,502,000

Operating Expense $2,495,100
Depreciation $ 165,000

Total Operating Expense $2,660,100

Net Operating Income (Loss) ($158,100)

Statement of Changes in Financial Position
Source of Funds

Net Operating Income (Loss) ($158,100)
Principal payments on mortgage ($28,000)
Depreciation $165,000

Total Loss of Funds ($21,100)
### WHITE ASH BROADCASTING INC.

#### 2023-2024 Budget

**OPERATING REVENUES:**
- Corporate & Paid Spots: $350,000
- Membership: $1,070,000
- Grants & Foundations: $835,000
- Misc. & Interest Income: $30,000
- Events: $212,000
- Endowment: $5,000

**TOTAL OPERATING REVENUES:** $2,502,000

**OPERATING EXPENSES:**
- Salary & Wages: $1,339,000
- Contractual Services: $15,000
- Taxes – Benefits: $230,000
- Office Supplies: $9,000
- Postage/Shipping: $9,000
- Facility Costs: $74,000
- Telephone & Utilities: $88,000
- Tower Rental: $13,200
- General Insurance: $32,700
- Development Printing: $18,000
- Travel & Training: $13,000
- Program Acquisition: $375,000
- Satellite Fees: $22,200
- Advertising & Premiums: $14,000
- Equipment Maintenance: $6,000
- Engineering/Production: $12,000
- Dues & Subscriptions: $11,000
- Tech Services: $42,000
- Professional Services: $39,000
- Miscellaneous: $3,000
- Events: $75,000
- Taxes: $4,000
- Data Processing: $51,000
- Depreciation: $165,000

**TOTAL OPERATING EXPENSES:** $2,660,100

**NET OPERATING INCOME:** -$158,100