WHITE ASH BROADCASTING, INC.

STRATEGIC AND OPERATING ASSUMPTIONS

2026-2027

The principal elements of the Corporation's financial strategy for the fiscal year 2026-2027 are as follows:

1. The organization will focus on retaining the surge in membership seen in the past 12 months, using individual donor outreach, upgrade appeals, plus technology and events to deepen engagement and giving.
2. New donor acquisition will shift to targeting younger donors, with a focus on lifetime donor value, and monthly giving.
3. With the completion of the capital campaign in August 2026, the focus of major giving will shift to RMD/QCD gifts, planned giving and gifts to the KVPR Endowment.
4. The organization will continue to invest in local content across broadcast and digital platforms with an audience-first approach.
5. In 2027, the station will begin celebrations of KVPR's 50th anniversary.
6. With declining broadcast sponsorship business across the broadcast industry, events and digital (email newsletter, pre-roll) sponsorships will be a source of new sponsorship dollars.
7. Events and social media will help boost awareness of the KVPR brand and engagement among existing audiences.
8. In partnership with NPR, KVPR will deploy a comprehensive marketing and imaging campaign.
9. The organization will seek creative collaborations with other outlets and local organizations to expand its impact and reach.
10. The Legacy Society and the Endowment Funds will contribute $50,000 to the overall revenues.
11. Depreciation is one hundred twenty-seven thousand one hundred ninety-nine ($127,199).

WHITE ASH BROADCASTING, INC.

Operating Budget
2026-2027

Summary of Statement of Revenue and Expenses
For Year-Ending September 30, 2027

Operating Revenue	$2,576,500
Endowment Revenue	$50,000
Total Operating Revenue	**$2,626,500**
Operating Expense	$2,602,600
Depreciation	$127,199
Total Operating Expense	**$2,729,799**
Net Operating Income (Loss)	($103,299)

Statement of Changes in Financial Position
Source of Funds

Net Operating Income	($103,299)
Depreciation	$127,199
Total Source of Funds	**$23,900**

Application of Funds

Endowment Monies	$0
Capital Acquisitions	$0
Reserve Funds	$0
Increase in Unrestricted Fund Balance	$23,900
Total Application of Funds	**$23,900**

WHITE ASH BROADCASTING INC.

2026-2027 Budget

OPERATING REVENUES:	
Corporate & Paid Spots	$285,000
Membership	1,666,500
Grants & Foundations	350,000
Misc. & Interest Income	45,000
Events	230,000
Endowment	50,000
TOTAL OPERATING REVENUES	$2,626,500

OPERATING EXPENSES:	
Salary & Wages	1,445,000
Contractual Services	40,000
Taxes – Benefits	236,000
Office Supplies	15,000
Postage/Shipping	12,000
Facility Costs	35,000
Telephone & Utilities	107,000
Tower Rental	13,200
General Insurance	40,000
Development Printing	20,000
Travel & Training	25,000
Program Acquisition	280,000
Satellite Fees	3,400
Advertising & Premiums	16,000
Equipment Maintenance	5,000
Engineering/Production	8,000
Dues & Subscriptions	11,000
Tech Services	60,000
Professional Services	60,000
Miscellaneous	3,000
Events	105,000
Taxes	3,000
Data Processing	60,000
Depreciation	127,199
TOTAL OPERATING EXPENSES	$2,729,799
NET OPERATING INCOME	-$103,299