

WBAI BUDGET ASSUMPTIONS

January 2, 2020

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REVENUE: SUMMARY

Income Summary		19 Actual	20 Budget	Variance
5000	Listener Support + Paypal Sales	\$ 1,181,960	\$ 897,750	\$(284,210)
5001	Donations (below \$1K per)	\$ -	\$ 27,000	\$ 27,000
5002	Donations - Capital Campaign	\$ -	\$ -	\$ -
5011	Website Income	\$ -	\$ 48,000	\$ 48,000
5020	Corporate Match		\$ 17,460	\$ 17,460
5599	Other Income - BAI Buddy		\$ 180,000	\$ 180,000
5600	Interest Income		\$ 6,960	\$ 6,960
5750	Community Events	\$ 6,371	\$ 43,027	\$ 36,656
5752	Major Donors (\$1K & Up)	\$ 28,002	\$ 57,000	\$ 28,998
5760	Crafts Fair/Other Events (DR)		\$ 60,000	\$ 60,000
5770	Car Donations Proceeds	\$ 740	\$ 2,400	\$ 1,660
5800	Grants Income, Others	\$ 214,875	\$ 35,000	\$(179,875)
5801	Grants - CPB/CSG		\$ -	\$ -
Total		\$ 1,431,948	\$ 1,374,597	\$ (57,351)

2019 LISTENER SUPPORT PLEDGE: 1,043,415 – Part A

Month	FY '20	FY '19	Variance	FY '20	FY '19	Variance
October	35	35	0	\$ 262,500	\$ 268,325	\$ (5,825)
November			0			\$ -
December	14	17	-3	\$ 105,000	\$ 126,366	\$ (21,366)
January	0	0	0	\$ -	\$ -	\$ -
February	35	33	2	\$ 262,500	\$ 244,109	\$ 18,391
March			0			\$ -
April	1	0	1	\$ 7,500	\$ -	\$ 7,500
May	35	35	0	\$ 262,500	\$ 253,154	\$ 9,346
June			0			\$ -
July	22	21	1	\$ 165,000	\$ 151,461	\$ 13,539
August			0			\$ -
September	1	0	1	\$ 7,500	\$ -	\$ 7,500
Total	143	141	2	\$ 1,072,500	\$ 1,043,415	\$ 29,085

REVENUE:

2020 LISTENER SUPPORT PLEDGE: - PART B

LISTENER SUPPORT DECREASED \$57,351 - 4% FROM FY '19

- FY'20 Assumptions – 120 days
 - \$262,500 - 35 days in Oct '19 @ \$7,500 per day
 - \$105,000 - 14 days in Dec '19 @ \$7,500 per day
 - \$ 262,500 - 35 days in Jan '20 @ \$7,500 per day
 - \$ 7,500 - 1 day in Apr '20 @ \$7,500 per day
 - \$262,500 - 35 days in May '20 @ \$7,500 per day
 - \$165,000 - 22 days in Ju2 '20 @ \$7,500 per day
 - \$ 7,000 - 1 days in Sep' 20 @ \$7,500 per day

REVENUE:

2020 LISTENER SUPPORT FULLFILLEMENT: 82%

FULFILLMENT RATE WAS 79% LAST YEAR :

- The Budget assumes 78.3% Fulfillment Rate for FY'20
- FY'20 Assumptions
 - Outstanding premiums reduced to 1,494 as of 12/31/19.
 - Increase in member satisfaction equates to higher retention and higher fulfillment rate.
- One volunteer spends 6 hours every Friday to reach out to listeners concerning premiums
- See spreadsheet on Fund Drive and Fund Drive Fulfillment Rate

MAJOR DONOR HAS NOT BEEN CULTIVATED FOR YEARS

- Management is conveying a meeting for fundraising
- Management is gathering the list of Major Donors:
 - Is researching and planning outreach efforts:
 - Differentiating between Individual and Corporate Donors
 - Planning small Major Donor events
- However we are not including projections of any revenue that may arrive from these projects in the budget

WEBSITE INCOME UNDER PERFORMED FOR PAST 2 YEARS

- iPD is the only one consistently engaging in social media
- We need social media managers and producers to increase traffic
- Therefore, management is exploring ways to increase revenue but conservatively not projecting much increase in income this year:
 - Website task force
 - Working on gradual facelift of website
- Based on last year we expect \$70,000
- Note: Besides checks, all our revenue flow through the website

REVENUE: COMMUNITY EVENTS

COMMUNITY EVENTS

- Management planned and is planning more events like the SOB soiree.
- WBAI is creating Palm Cards for shows and exploring other outreach options
- Working on a schedule for the entire year with iDevelopment Director.
- Community Event is under recorded – We are Conservatively projecting \$20,000
- Theater Tickets is an additional \$1,500 * 52 weeks or \$78,000

WBAI Events Summary for FY 2019

Description	Date	Revenue	Expense	Net
SOB's	11/18/18	\$2,731	\$445	\$2,286
Enemies of Peace	11/19/18	\$281	\$250	\$31
America The Farewell Tour	02/24/19	\$3,714	\$2,305	\$1,409
SOB's	03/15/19	\$2,530	\$1,091	\$1,439
Curing The Incurable - GN	03/17/19	\$13,800	\$5,600	\$8,200
The McCourts	03/17/19	\$940	\$0	\$940
Tribute to Gary Null	07/25/19	\$5,460	\$2,965	\$2,495
Total		\$29,456	\$12,656	\$16,800

REVENUE: CAR DONATION

REGULAR ON AIR AD TO PROMOTE CAR DONATION

- Other Pacifica stations are collecting about \$12,000 a Month
- iProgram Director is embracing this project and scheduling regular on air ad
- Based on last year we expect \$6,000 for the year

EXPENSE: DECREASE BY 12%

SUMMARY

- Salary: Less 1 FTE – Operation Director lay off / retire
- Board Expenses: No Election
- Admin: In 2019 WBAI paid \$22K in Legal Fees
- Programming: No more Expenses to build a New Studio
- Development: Cost of Premium & Theater Tickets - slight Increase

Expenses	FY 19 Actual	FY 20 Budget	Variance	%
Salaries & Related Exp	\$ 690,084	\$ 629,937	\$ (60,147)	-9%
Board Expenses	\$ 18,656	\$ 2,196	\$ (16,460)	-88%
Administrative Expenses	\$ 368,903	\$ 208,921	\$(159,982)	-43%
Programming Expenses	\$ 223,784	\$ 205,400	\$ (18,384)	-8%
Development Expenses	\$ 219,950	\$ 283,469	\$ 63,519	29%
Comm. Event Expenses	\$ 24,011	\$ 29,100	\$ 5,089	21%
Total	\$ 1,545,388	\$ 1,359,023	\$ (186,365)	-12%

CONSULTANTS

- Consultants would normally be under Salary
- Saving 30% more expenses in Benefits such as Health Care
- Without Pitching help WBAI would be out of Business
- WBAI Producers need to do a better Job

Description	Amount	%
Pitch – Help with Fund Raiser	\$ 36,350.00	21%
Web Master	\$ 24,000.00	14%
Cleaning	\$ 5,180.00	3%
Engineering	\$ 6,513.00	4%
Ops Substitute – Subs when Ops staff is on Vacation	\$ 1,850.00	1%
Programming - Show Host	\$ 95,600.00	56%
Total	\$ 169,493.00	100%