



# and John Sutton & Associates

## ROI and Strategic Growth Opportunities for Talk of the Cubicle Station Data Gathering Worksheet

### Financials

#### Station Income

\$2,000,000	Total Station Revenue
\$800,000	Individual Giving (\$1-\$999)
\$140,000	Mid-level Giving (\$1,000-\$4,999)
\$24,000	Major Giving (\$5,000+)
\$800,000	Underwriting
\$140,000	CPB
\$25,000	Foundations
\$71,000	Other

#### Program Income\*

\$30,000	Direct Underwriting
\$75,000	Indirect UW
\$10,000	Major Giving - designated
\$25,000	Grants
\$0	Other

#### Station Programming Expense

\$1,950,000	Total Station Expense
\$780,000	Programming Expense
\$390,000	Direct Local Programming Expense

#### Direct Program Expense

\$200,000	Direct Program Expense
\$150,000	Program Personnel Costs
\$50,000	Other Costs

#### Staffing

2	Program FT Equivalent Employees
---	---------------------------------

#### Program Hours

230	Annual Hours Produced
520	Annual Hours Broadcast

#### Social Media

##### Station

3,000	Facebook Likes (all accounts)
2,000	Twitter Followers (all accounts)

##### Program

700	Facebook Likes (all accounts)
1,000	Twitter Followers (all accounts)

### Public Service Metrics

#### Station Broadcast

24,528,000	Annual Listener-Hours
2,207,520	Annual Local Programming Listener-Hours
17,660,160	Annual Core Listener-Hours
125,000	Weekly Cume
50,000	Weekly Core Cume
30%	Loyalty
70%	Core Loyalty
1.5%	Average Annual Share Persons 25+
3.6%	Average Cume Rating Persons 25+
4.2%	Avg Annual Share College Grads
7.0%	Avg Cume Rating College Grads

#### Station Web

438,000	Annual Streaming Hours
12,000	Annual Audio File downloads
482,000	Annual Stream Occasions
71,400	Annual Unique Visitors
1,000,000	Annual Page Views

#### Program Broadcast

1,471,680	Annual Listener-Hours
1,103,760	Annual Core Listener-Hours
36,250	Weekly Cume
28%	Loyalty
72%	Core Loyalty
1.4%	Average Annual Share Persons 25+
1.5%	Average Cume Rating Persons 25+
5.4%	Avg Annual Share College Grads
2.9%	Avg Cume Rating College Grads

#### Program Web

175,200	Annual Streaming Hours (Live)
48,180	Annual Streaming Hours (delayed)
319,100	Annual Stream Occasions
4,500	Annual Audio File downloads
48,000	Annual Unique Visitors
490,000	Annual Page Views

\* JSA calculates membership income using modified A98 formula  
See worksheet instructions for more details on gathering these numbers

Questions? Contact Jim Russell - jim@programdoctor.com or John Sutton - john@radiosutton.com