

KTNA General Manager Report to the Board of Directors

Statistics Summary

January 1-31, 2010

Volunteer Report

On-Air Volunteer Hours Scheduled145 hours
Substitutes16.5 hours
Missed Hours (background show plays)6 hours

Broadcast Downtime

No recorded downtime in January

Streaming

Visitors1,549 unique visitors
Cumulative play duration 77 days, 12 hours, 19:32
Most popular day of week Saturdays; 383 visitors
.....total of 14 days, 19 hours, 29:05
Nations represented53
Streaming downtime..... None reported

Website

Visits.....4,952
 Direct visits (*user typed in ktna.org*) 2,360 (48%)
 Search engine visits..... 1,757 (Google has 1,504 of them)
 Referrals from other sites.....835
Unique visitors1,707
Page views10,590

Top pages (after homepage)Announcements – 722
..... Membership/donation – 302
.....Announcements submission – 282

Top story post..... TCC Meeting Heats Up – 111

Top keywords (after KTNA) church on the rock talkeetna – 113
.....Talkeetna – 64
..... Talkeetna birdathon – 52
..... Petersville Road improvements – 46

Top referring sites (not incl. search engines) Facebook – 213
.....Google Docs – 70
..... Topix.com – 58
..... Google.com – 57
..... Anchorage Daily News – 56

Financial Summary

		Annual Budget	Actual to Date	% of Budget
Income	Total Revenue	390,036	210,797	54%
	Government Grants	228,288	162,534	71%
	Foundation/Corporate	72,390	12,050	17%
	Individuals	35,890	19,960	56%
	Events	25,960	10,865	42%
	Underwriting	24,000	4,205	18%
	Other	3,508	1,182	34%
Expenses	Total Expense	388,731	167,179	43%
	Personnel	193,929	98,370	51%
	Contract Personnel	50,418	20,230	40%
	Programming	28,737	11,669	41%
	Occupancy	37,352	16,727	45%
	Other	78,295	20,183	26%

