

KTNA General Manager Report to the Board of Directors

Statistics Summary, February 2010

Volunteer Report

	February 2010	January 2010
On-Air Volunteer Hours Scheduled	152.8	161
Substitute Hours	8.5	16.5
Missed Hours (background show plays)	9	6
Missed Hours as % of Scheduled Hours	6%	4%
Total On-Air Volunteer Hours	142.1	152

Broadcast Downtime

	February 2010	January 2010
Broadcast Downtime	:45	0
February Incidents		Time off air
2-25-10	19:00	Tone played instead of Line 1 recording; miscommunication by KSKA. Staff responded and filled time with music.
2-27-10	09:35	Switched to KUAC; cause not determined.
		:30
		:15

Streaming

	February 2010	Last month January 2010	Last year February 2009
Unique Visitors	1,272	1,549	2,137
Cumulative Play Duration	63 d, 7 h, 37:18	77 d, 12 h, 19:32	64 d, 1 h, 46:23
Average Time/Visitor	72 min	72 min	43 min
Average Time/Session	41 min	37 min	31 min
Streaming downtime	:45	None reported	no data

Website

	February 2010	January 2010
Visits	4,274	4,952
Direct visits	1,917	2,360
Search engine visits	1,466	1,754
Referrals from other sites	891	835
Unique visitors	1,550	1,707
Page views	9,448	10,590
Top pages (after homepage)	Announcements – 652 Announcements submission – 253 Category: Local News – 211	Announcements – 772 Membership/donation – 302 Announcements submission – 282
Top story post	Nuggets: Sprint Musers – 177	TCC Meeting Heats Up – 111
Top keywords (after KTNA)	church on the rock talkeetna – 114 Petersville Road improvements – 59 Talkeetna birdathon – 49 mary loeb Talkeetna ak – 47	church on the rock talkeetna – 113 Talkeetna – 64 Talkeetna birdathon – 52 Petersville Road improvements – 46
Top referring sites (not including search engines)	Facebook – 228 Furrondy.net – 81 Google Docs – 76 Topix.com – 51 Talkeetna Famous – 43	Facebook – 213 Google Docs – 70 Topix.com – 58 Google.com – 57 Anchorage Daily News – 56

Financial Summary February 2010

		Annual Budget	Actual to Date	% of Budget
Income	Total Revenue	390,036	230,112	59%
	Government Grants	228,288	178,730	78%
	Foundation/Corporate	72,390	12,050	17%
	Individuals	35,890	20,494	57%
	Events	25,960	10,865	42%
	Underwriting	24,000	6,545	27%
	Other Revenue	3,508	1,428	41%
Expenses	Total Expense	389,326	187,638	48%
	Personnel	193,929	110,727	57%
	Contract Personnel	50,418	22,543	45%
	Programming	28,737	12,260	43%
	Occupancy	37,352	20,835	56%
	Other Expense	78,890	21,273	27%

