

KTNA General Manager Report to the Board of Directors

Statistics Summary, March 2010

Volunteer Report

	March 2010	February 2010	January 2010
On-Air Volunteer Hours Scheduled	168.3	152.8	161
Substitute Hours	14	8.5	16.5
Missed Hours (background show plays)	13	9	6
Missed Hours as % of Scheduled Hours	8%	6%	4%
Total On-Air Volunteer Hours	150.5	142.1	152

Broadcast Downtime

	March 2010	February 2010	January 2010
Broadcast Downtime	:15	:45	0
February Incidents			Time off air
3/13-14/10 00:00 Daylight savings time automation glitch			<5 minutes
3/29/2010 18:20 Volunteer switched off mike during evening news and continued program, not realizing off the air. Auto switch to KUAC.			10 minutes

Streaming

	March 2010	Last month February 2010	Last year March 2009
Unique Visitors		1,272	
Cumulative Play Duration		63 d, 7 h, 37:18	
Average Time/Visitor		72 min	
Average Time/Session		41 min	
Streaming downtime		:45	

Website

	March 2010	February 2010
Visits		
Direct visits	4,959	4,274
Search engine visits	2,422	1,917
Referrals from other sites	1,584	1,466
953		891
Unique visitors	2,030	1,550
Page views	11,148	9,448
Top pages (after homepage)	Announcements – 824 Announcements submission – 302 Category: Local News – 242	Announcements – 652 Announcements submission – 253 Category: Local News – 211
Top story post	Mackey and Gatt, Iditarod – 158	Nuggets: Sprint Mushers – 177
Top keywords (after KTNA)	church on the rock talkeetna – 97 community schools schedule – 45 petersville Road improvements – 55 chase community council – 22	church on the rock talkeetna – 114 Petersville Road improvements – 59 Talkeetna birdathon – 49 mary loeb Talkeetna ak – 47
Top referring sites (not including search engines)	Anchorage Daily News – 32 Wikipedia – 33 Twitter – 31 Arctic Sky Kennel – 26 Alaska Pioneer Press – 23	Facebook – 228 Furroundy.net – 81 Google Docs – 76 Topix.com – 51 Talkeetna Famous – 43

Financial Summary March 2010

		Annual Budget	Actual to Date	% of Budget
Income	Total Revenue	390,036	247,259	63%
	Government Grants	228,288	194,925	85%
	Foundation/Corporate	72,390	12,050	17%
	Individuals	35,890	20,809	58%
	Events	25,960	10,865	42%
	Underwriting	24,000	8,430	35%
	Other Revenue	3,508	180	5%
Expenses	Total Expense	389,326	208,804	54%
	Personnel	193,929	124,202	64%
	Contract Personnel	50,418	23,533	47%
	Programming	28,737	15,058	52%
	Occupancy	37,352	22,338	60%
	Other Expense	78,890	23,673	30%

Revenue & Expense March 2010

