

(DR) Diane Rogic

		2020				Total
		Apr	May	Jun	2020 Total	
Sec 1. CLs	AAA Tidewater Virginia*					
	Atlantic Shores Retirement Community*					
	Bay Diesel & Generator*					
	BridgeTrust Title Group*					
	Checkered Flag Motor Car Company Inc. / Checkered Flag Motor Car Company*					
	Chrysler Museum of Art / The Meridian Group*					
	College of William and Mary*					
	Decorum Furniture*					
	Dominion Pathology Lab*					
	Elite Custom Cakes & Bakery*					
	Feldman Chamber Music Society*					

		2020				Total
		Apr	May	Jun	2020 Total	
Sec 1. CLs	Fishburne Military School / NETA Business Center*					
	Glass Light Hotel & Gallery*					
	Great Outdoor Provision Co*					
	Hampton Roads Community Foundation*					
	Mariners Museum*					
	Norfolk Academy*					
	Old Dominion University*					
	Old Point National Bank*					
	Orthopaedic & Spine Center*					
	Precious Gem*					
	Riverside Health System*					
	Sentara Healthcare-Marketing Dept*					
	Seven Venues*					
Sweet Briar College*						
Symphonicity*						

		2020				Total
		Apr	May	Jun	2020 Total	
Sec 1. CLs	The American Theatre/Hampton Arts*					
	The Chesapeake Retirement Community*					
	The Runnymede Corporation*					
	The Sandler Center for the Performing Arts*					
	Thomas Nelson Community College*					
	Towne Bank / SPI PRODUCTIONS*					
	University Of Lynchburg*					
	Vandeventer Black Law Firm*					
	VersAbility Resources / Howell Creative Group*					
	Virginia Arts Festival*					
	Virginia Beach Rescue Squad Foundation, Inc*					
Virginia College Savings Plan / NETA Business Center*						

		2020				Total
		Apr	May	Jun	2020 Total	
Sec 1. CLs	Virginia Living Museum*					
	Virginia Lottery / NETA Business Center*					
	Virginia Musical Theatre, Inc.*					
	Virginia Oncology Associates*					
	Virginia Stage Company*					
	Virginia Victim Assistance Network*					
	WHRO-CURATE*					
	Wagner Macula & Retina Center*					
	ZEIDERS AMERICAN DREAM THEATER*					
	Total					
Sec 2. Income Source	Atlantic Shores / E-News					
	E-News					
	E-News / digital ad 300x250					
	Feldman Chamber Music / E-News					

Revenue Analysis Report

Run For: 3 Months Report By: Clients Amounts: in Net Months: in Broadcast

Date: 07/06/2020

		2020				Total
		Apr	May	Jun	2020 Total	
Sec 2. Income Source	WHRO DTV / WHRO HD					
	WHRV FM					
	Total					
Sec 3. Media Type	Broadcast Calendar					
	Calendar Month					
	Periodic					
	Total					
Sec 4. Revenue Category	1-New					
	2-Renew					
	3-Incremental					
	4-NonTraditional					
	5-Trade					
	Total					
Sec 5. Cash vs. Trade	Cash					
	Trade					
	Total					

Revenue Analysis Report

Run For: 3 Months Report By: Clients Amounts: in Net Months: in Broadcast

Date: 07/06/2020

	2020				Total
	Apr	May	Jun	2020 Total	
(DR) Diane Rogic Total					

**Grand Totals**

		2020				Total
		Apr	May	Jun	2020 Total	
Sec 1. Cls	AAA Tidewater Virginia*	2,800	2,800	0	5,600	5,600
	Atlantic Shores Retirement Community*	4,925	4,925	11,625	21,475	21,475
	Bay Diesel & Generator*	0	0	16,500	16,500	16,500
	BridgeTrust Title Group*	1,332	1,332	1,332	3,996	3,996
	Checkered Flag Motor Car Company Inc. / Checkered Flag Motor Car Company*	4,464	4,464	4,464	13,392	13,392
	Chrysler Museum of Art / The Meridian Group*	0	3,400	0	3,400	3,400
	College of William and Mary*	2,000	2,000	2,000	6,000	6,000
	Decorum Furniture*	1,456	1,456	1,456	4,368	4,368
	Dominion Pathology Lab*	1,625	1,625	1,625	4,875	4,875
	Elite Custom Cakes & Bakery*	0	0	1,020	1,020	1,020
	Feldman Chamber Music Society*	150	0	0	150	150

		2020				Total
		Apr	May	Jun	2020 Total	
Sec 1. Cls	Fishburne Military School / NETA Business Center*	2,925	2,925	0	5,850	5,850
	Glass Light Hotel & Gallery*	350	350	350	1,050	1,050
	Great Outdoor Provision Co*	0	1,330	1,330	2,661	2,661
	Hampton Roads Community Foundation*	2,938	2,938	2,938	8,814	8,814
	Mariners Museum*	0	0	450	450	450
	Norfolk Academy*	1,700	0	4,565	6,265	6,265
	Old Dominion University*	375	0	0	375	375
	Old Point National Bank*	1,000	1,250	1,000	3,250	3,250
	Orthopaedic & Spine Center*	2,823	2,823	2,823	8,469	8,469
	Precious Gem*	1,200	1,200	1,200	3,600	3,600
	Riverside Health System*	8,500	8,500	8,500	25,500	25,500
	Sentara Healthcare-Marketing Dept*	0	5,800	8,700	14,500	14,500
	Seven Venues*	0	0	0	0	0
Sweet Briar College*	10,000	0	0	10,000	10,000	
Symphonicity*	1,400	1,775	350	3,525	3,525	

		2020				Total
		Apr	May	Jun	2020 Total	
Sec 1. Cls	The American Theatre/Hampton Arts*	600	0	150	750	750
	The Chesapeake Retirement Community*	5,420	5,420	5,420	16,260	16,260
	The Runnymede Corporation*	25,000	0	0	25,000	25,000
	The Sandler Center for the Performing Arts*	1,530	1,750	2,165	5,445	5,445
	Thomas Nelson Community College*	0	1,800	0	1,800	1,800
	Towne Bank / SPI PRODUCTIONS*	1,140	1,140	1,140	3,420	3,420
	University Of Lynchburg*	14,500	0	0	14,500	14,500
	Vandeventer Black Law Firm*	1,800	1,800	1,800	5,400	5,400
	VersAbility Resources / Howell Creative Group*	1,833	1,833	1,833	5,500	5,500
	Virginia Arts Festival*	700	0	0	700	700
	Virginia Beach Rescue Squad Foundation, Inc*	1,863	1,863	1,863	5,589	5,589
Virginia College Savings Plan / NETA Business Center*	0	0	4,775	4,775	4,775	

Revenue Analysis Report

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Date: 07/06/2020

		2020				Total
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Sec 1. Cls	Virginia Living Museum*	0	0	2,040	2,040	2,040
	Virginia Lottery / NETA Business Center*	0	3,850	2,060	5,910	5,910
	Virginia Musical Theatre, Inc.*	1,600	0	0	1,600	1,600
	Virginia Oncology Associates*	3,157	1,257	1,257	5,671	5,671
	Virginia Stage Company*	3,502	3,502	3,502	10,508	10,508
	Virginia Victim Assistance Network*	1,165	1,015	0	2,180	2,180
	WHRO-CURATE*	0	0	0	0	0
	Wagner Macula & Retina Center*	0	0	5,655	5,655	5,655
	ZEIDERS AMERICAN DREAM THEATER*	0	0	5,410	5,410	5,410
	<b>Total</b>	<b>115,774</b>	<b>76,124</b>	<b>111,300</b>	<b>303,198</b>	<b>303,198</b>
Sec 2. Income Source	Atlantic Shores / E-News	300	300	300	900	900
	E-News	24	150	0	174	174
	E-News / digital ad 300x250	576	0	0	576	576
	Feldman Chamber Music / E-News	150	0	0	150	150

Revenue Analysis Report

Run For: 3 Months Report By: Clients Amounts: in Net Months: in Broadcast

Date: 07/06/2020

		2020				Total
		Apr	May	Jun	2020 Total	
Sec 2. Income Source	WHRO DTV / WHRO HD	855	855	0	1,710	1,710
	WHRV FM	3,070	10,135	6,800	20,005	20,005
		110,799	64,684	104,200	279,683	279,683
	<b>Total</b>	<b>115,774</b>	<b>76,124</b>	<b>111,300</b>	<b>303,198</b>	<b>303,198</b>
Sec 3. Media Type	Broadcast Calendar	110,209	69,834	108,650	288,693	288,693
	Calendar Month	1,015	1,015	0	2,030	2,030
	Periodic	4,550	5,275	2,650	12,475	12,475
	<b>Total</b>	<b>115,774</b>	<b>76,124</b>	<b>111,300</b>	<b>303,198</b>	<b>303,198</b>
Sec 4. Revenue Category	1-New	99,708	60,364	61,492	221,565	221,565
	2-Renew	11,740	13,070	43,535	68,346	68,346
	3-Incremental	1,252	692	692	2,636	2,636
	4-NonTraditional	4,140	2,200	2,500	8,840	8,840
	5-Trade	800	1,750	3,080	5,630	5,630
	<b>Total</b>	<b>117,640</b>	<b>78,076</b>	<b>111,300</b>	<b>307,016</b>	<b>307,016</b>
Sec 5. Cash vs. Trade	Cash	116,840	76,326	108,220	301,386	301,386
	Trade	800	1,750	3,080	5,630	5,630
	<b>Total</b>	<b>117,640</b>	<b>78,076</b>	<b>111,300</b>	<b>307,016</b>	<b>307,016</b>

Revenue Analysis Report

Run For: 3 Months Report By: Clients Amounts: in Net Months: in Broadcast

Date: 07/06/2020

	2020				Total
	Apr	May	Jun	2020 Total	
Grand Totals Total	116,520	76,905	111,300	304,725	304,725