

Revenue Analysis Report

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

Date: 07/06/2020

Page 1 of 12

(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*					

Revenue Analysis Report

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

Date: 07/06/2020

Page 2 of 12

		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*					

Revenue Analysis Report

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

Date: 07/06/2020

Page 3 of 12

		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*					

Revenue Analysis Report

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

Date: 07/06/2020

Page 4 of 12

		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

Page 5 of 12

		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					

Date: 07/06/2020

Page 7 of 12

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

Revenue Analysis Report

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

Date: 07/06/2020

Page 8 of 12

		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

Revenue Analysis Report

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

Date: 07/06/2020

Page 9 of 12

		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

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

Date: 07/06/2020

Page 10 of 12

		2020				Total
		Apr	May	Jun	2020 Total	
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
	Total	115,774	76,124	111,300	303,198	303,198
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

Page 11 of 12

		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
	Total	115,774	76,124	111,300	303,198	303,198
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
	Total	115,774	76,124	111,300	303,198	303,198
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
	Total	117,640	78,076	111,300	307,016	307,016
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
	Total	117,640	78,076	111,300	307,016	307,016

Revenue Analysis Report

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

Date: 07/06/2020

Page 12 of 12

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