

## WRFA GM NOTES AND HIGHLIGHTS

### I – WRFA STAFFING

#### FT STAFF

**Station Manager** – Jason Sample (FT, hired July 2011)

**Public Affairs Director** – Julia Ciesla-Hanley (FT, hired April 2021)

**Programming Coordinator** – Gavin Paterniti (FT\* since June 2021)

#### PT STAFF

(Funded through 1-time grants – CPB ARPA)

**A&E Correspondent** – Anthony Merchant (PT\* since March 2022)

**Sports Reporter** – Collin Wood (PT\* since August 2022)

**Tarp Skunks Interns** – Max Pingitore and Jess Beihler (PT\* in June & July)

**RLCA Technical Director\*** – Owen Murphy Assists with Media Arts Studio Projects. Work for WRFA funded with CPB grant money for 2022. (~192 hours annually)

**RLCA Hospitality Director** – Heather Felton assists with programs that involve audience members. (5-10 hours annually)

#### CONTRACT WORKERS

(Funded through 1-time grants - CPB ARPA and CRCF Oral History)

**Tarp Skunks Broadcaster** – Norm Rodriguez (Contract\* in June & July)

**Spanish Language News Translator** – Jesus Garcia (Contract\* since September 2022)

**Videographer for Video-incorporated programming** – Kipp Reynolds (Contract\* since September 2021)

**Oral History Interviewer/Consultant** – Dan Swackhammer (Contract\* since February 2022)

**YWCA Jamestown** – Broadcast weekly podcast (since September 2022)

**Crying Out Loud Productions** – Producing 10,000 Maniacs Radio Documentary (since August 2022)

**Various Musicians** – Paid to perform Arts on Fire LIVE monthly programs (since September 2021)

*\*Notes a grant-funded position scheduled to terminate when Grant Funding is spent*

#### STATION VOLUNTEERS / CONTRIBUTORS

**Gerd Brigotta** (Swedish Hour), **Dennis Drew** (Small Things Considered), **Robb Jones** (3<sup>rd</sup> St. Garage), **Sean Lander** (Remembering Rock n Roll), **Anthony Merchant** (Power Chord Hour), **Juan Perez** (Latin Inspiration), **Norman Rodriguez** (Storm Norman's Prime Time Sports Show). **Andy Vega** (Da Unwind, Da Platform). **Chautauqua Institution** also provide content on a regular basis.

## II – WRFA PROGRAMMING REPORT

### STAFF PRODUCED CONTENT/PROGRAMS

**Small Things Considered Morning Show** (weekdays 7-9am)

**WRFA Morning News Update** (weekdays – 7, 8, 9am)

**WRFA Morning/Afternoon Weather** (weekdays – various times)

**WRFA Local Rush Hour** (weekdays – 4pm)

**Community Matters Public Affairs Show** (weekly – 5pm Thursdays, Noon Sundays)

**Arts on Fire A&E Show** (weekly – 5pm Fridays, 1pm Sundays)

**Rock & Roll Rundown** (Thur, Fri, Sat – various times)

**Public Service Announcements** (various times throughout the week)

### GRANT-FUNDED PROGRAMS

**Arts on Fire LIVE** – 7pm Third Thursdays (unless otherwise noted)

**Community Conversations** – 6pm Second Thursdays (unless otherwise noted)

**YWCA Jamestown's Broadcast** – Fridays at 2pm / Sundays at 11am

**Jamestown Tarp Skunks Broadcasts** – 24 games in June & July

**10KM Radio Documentary** - Radio Documentary in production (release in 2023)

**I Remember Oral History Program** – To be released in late 2022/early 2023

**WRFA News en Español** – Saturdays at 8am, Sundays at 5:50pm

**WRFA Knock on Wood Local Sports Update** –Thursday Mornings 7:50am

**Jamestown High School In-Classroom Journalism/Audio Production Education Program** (Not On-Air Content)

### BREAKDOWN

- 47% of weekly programming is Non Local (syndicated) programming
- 41% of weekly programming is Local/Staff-Produced
- 12% of weekly programming is Local/Volunteer-Produced

### ADDITIONS

- **YWCA Broadcast** – Fridays at 2pm, Sundays at 11am.
- **WRFA News En Espanol** – Contracted with Jesus Garcia to produce a 10 minute weekly news report for Spanish-speaking population. Saturdays at 8am, Sundays at 5:50pm
- **Juke in the Back** – Syndicated music program – Tuesday at 3pm

### DROPS

- **Zuchinni Brothers** – childrens' programming – Saturdays at 8am
- **Confetti Park** – children's programming – Saturdays at 8:30am
- **Fringy Glitter Buckle Boots** – Volunteer music program – Thursdays at 10pm

**NOTES** - Complete schedule grid located at "program guide" portion of station website.

## 2022 SPECIAL PROGRAMMING

- **Arts on Fire LIVE (video stream)** – A monthly LIVE concert series featuring local musical acts from Chautauqua County. Live broadcast and video streamed. Funded by CPB ARPA funds
- **Community Conversations (video stream)** – A monthly LIVE public affairs program that focuses on various issues facing the Jamestown Community and Chautauqua County. Live broadcast and video streamed. Funded by CPB ARPA funds
- **Jamestown Tarp Skunks Baseball** – Broadcasting all 25 home games for the Jamestown Tarp Skunks Collegiate Baseball Team (June & July 2022). Funded by CPB ARPA funds
- **YWCA Broadcast** – Contracted with Jamestown YWCA – focusing on social and women’s issues affect the local community. 30 Episodes scheduled through Mid 2023. Funded by CPB ARPA funds
- **“I Remember” Oral History Program** – A program focusing on local residents offering their first-hand accounts of historical events, places, industries and people from Chautauqua County’s past. Radio and video. A total of 25 1-hour episodes are planned for Year 1 (December 2022-June 2023). Partially funded through a \$15,000 grant from the Chautauqua Region Community Foundation/CPB ARPA Funds.
- **WRFA News en Español** – Converting our daily news broadcasts to a weekly news update in Spanish, broadcast 2x on the weekends and also making it available via online podcasting. Funded by CPB ARPA funds

### III - WRFA BUDGET

#### 2022 BUDGET SUMMARY & FINANCIAL POSITION

##### SHORT TERM

WRFA is well positioned financially for the short-term for both regular staffing as well as contract/specialty staffing, due largely to our status as a recipient of the **Corporation for Public Broadcasting's** (CPB) annual Community Service Grant – which saw an increase in 2022 - as well as receiving CPB CARES Act funding in 2020 along with CPB American Rescue Plan Stabilization Funding in 2021.

Also, with the pandemic slowing down, WRFA in 2022 is also once again received full **BOCES COSER** funding to cover the cost of in-class instruction at Jamestown High School. This funding is responsible for covering the majority of the cost of the Station Manager position, which is ineligible for any CPB funding.

WRFA in 2022 has also seen modest increases in several **Community Support** categories - including **Corporate Support** (business underwriting), **Event Fundraising**, and **Foundation Support** - from 2021 to 2022, but **Individual Donations** have so far seen a slight decrease.

##### LONG TERM

Over the long-term, WRFA will have to plan for significant increases in all Community Support categories in order to maintain its core staffing (Station Manager, Public Affairs, Program Coordinator). This will need to occur in 2024 and 2025. As previously mentioned, WRFA will lose its CPB status by the end of 2023 due to an adjustment its formula used to determine eligibility for annual CSG payments. The 2023 CSG payment – combined with income from the CPB ARPA and CARES Act funds – should help to ensure funding is in place by the middle to end of 2024. However, most if not all will be spent by 2025.

As a result of the future loss of CPB funds, WRFA is working on strategies to raise additional money to offset any losses associated with CPB. RLCA has hired a Development Director and they will be working with us to help with our long-term development plans not related to CBP, including developing a Membership Model to increase Individual Donations, along with identifying alternative grant funding from various local, regional and national sources.

##### SUPPORTING RLCA GENERAL OPERATIONS IN 2021

Also worth noting – a one-time \$17,000 allocation from the **NYS Shattered Venues Operators Grant** (SVOG) received by RLCA was used to cover much of the cost of the WRFA Station Manager position in 2021. WRFA also received **2021 Foundation Support** (NY Humanities grant, Holmberg Foundation) that was used to help cover the cost of the Station Manager position. As a result, much of the money raised in the **Community Support Categories** (Corporate Underwriting, Individual Donations, and Fundraising) was not needed to cover the Station Manager Position, nor for any other costs associated with station operations due to the unprecedented level of CBP funding. This resulted in an End of Year Surplus of approximately \$26,000 in unrestricted funding, which did not carry over for the radio station in 2022 and instead was used to support RLCA General Operations. A smaller allocation is also expected at the end of this budget year.

A Multi-Year Breakdown of the Station's Operating Budget (including projections for 2023 and 2024) is available on the next page.

WRFA Station Manager Report – Oct 3, 2022

**WRFA YEAR-TO-YEAR BUDGETS**

(Fiscal Years 2018-19 through 2024)

**STATION REVENUE**

	<b>2018-19*</b>	<b>2020**</b>	<b>2021</b>	<b>2022 (To Date)</b>	<b>2023 (estimate)</b>	<b>2024 (estimate)</b>
<b>CPB (CSG, CARES &amp; ARPA)</b>	72,313	184,449	280,274	94,394	83,000***	-
<b>COVID SVOG</b>	-	-	17,000	-	-	-
<b>Contract (JHS-UR)</b>	27,500	16,800	10,400	26,000	26,000	26,000
<b>Foundation Support</b>	25,500	3700	13,814	15,000	15,000	15,000
<b>Underwriting (UR)</b>	10,201	4826	9,350	11,475	15,000	15,000
<b>Ind. Donations (UR)</b>	6820.19	2762	9,433	6,130	15,000	15,000
<b>Fundraisers (UR)</b>	3941	1315	3,636	4,738	5,000	5,000
<b>Admissions (UR)</b>	-	240	-	-	5,000	5,000
<b>FISCAL YEAR TOTAL</b>	<b>146,275</b>	<b>214,050</b>	<b>343,907</b>	<b>157,737</b>	<b>164,000</b>	<b>81,000</b>
<b>PRIOR YEAR EOY BALANCE</b>			<b>112,136</b>	<b>275,722</b>	<b>191,459</b>	<b>116,759</b>
<b>TOTAL FUNDING AVAILABLE</b>			<b>456,043</b>	<b>433,459</b>	<b>355,459</b>	<b>197,759</b>

\*Fiscal Year was Sept. 1, 2018 to Aug. 30 2019

\*\*Includes final 3 months of 2019

TD – To Date

\*\*\*Expected Final Year of CPB Funding

**STATION EXPENDITURES**

	<b>2018-19*</b>	<b>2020**</b>	<b>2021</b>	<b>2022 (projected)</b>	<b>2023 (estimate)</b>	<b>2024 (estimate)</b>
<b>Core Staffing (3FT)</b>	-	-	75,100	93,000	96,000	98,880
-GM, Public Affairs, Program Coordinator						
<b>Additional Staff (5PT)</b>			2,200	20,000	23,000	23,700
-RLCA TD, WRFA A&E Reporter, Tarp Skunk Interns, Spanish Language Reporter, Sports Reporter						
<b>Payroll &amp; Benefits</b>	-	-	16,000	25,000	26,000	26,800
<b>Contract</b>	-	-	16,300	58,000	50,000	30,000
-Videographer, Accounting, Graphic Design, Printing, etc.						
<b>Station Operations</b>	-	-	22,300	23,000	23,700	12,000
- Subscriptions, syndicated shows, streaming fees, internet, etc.						
<b>Misc/Other (equip purchases, marketing, etc.)</b>			22,421	18,000	13,300	4,000
<b>FISCAL YEAR TOTAL</b>	<b>191,205</b>	<b>101,914</b>	<b>154,321</b>	<b>237,000</b>	<b>228,700</b>	<b>195,380</b>
<b>(Remaining Unrestricted to RLCA)</b>			26,000	5,000	10,000	0.00
<b>FISCAL YEAR TOTAL</b>			<b>181,321</b>	<b>242,000</b>	<b>238,700</b>	<b>195,380</b>
<b>EOY BALANCE</b>		<b>112,136</b>	<b>275,722</b>	<b>191,459</b>	<b>116,759</b>	<b>2,379</b>

**NOTE:** Areas in Blue are future years' estimates and projections and are not final.

## WRFA Station Manager Report – Oct 3, 2022

### 2022 BUDGET-TO-ACTUAL REVENUE

2022 WRFA Budget as approved (November 2021), compared to budget Update as of Oct. 1, 2022.

<b>REVENUE</b>	<b>2022 (Budgeted)</b>	<b>2022 UPDATE (projected through year's end)</b>
CPB	72,000	94,394
Contract (JHS)	26,000	26,000
Foundation Support	15,000	15,000
Underwriting	15,000	11,475
Ind. Donations	15,000	6,130
Fundraisers	3600	4,738
Admissions	-	-
<b>2021 EOY Surplus</b>	<b>203,000</b>	<b>275,722</b>
<b>TOTAL</b>	<b>349,600</b>	<b>433,459</b>

<b>EXPENSES</b>	<b>2022 (Budgeted)</b>	<b>2022 UPDATE (projected through year's end)</b>
Staff	104,875	110,250
Payroll, Tax, Fringe	34,225	25,000
Contract/Prof.	62,800	65,000
Station Operations	22,082	23,000
Misc/Other	10,488	18,000
<b>TOTAL</b>	<b>234,470</b>	<b>237,000</b>

NOTE: WRFA will finalize its **2023 budget** at the end of October 2022 and present it to the RLCA Board of Directors during its November meeting.

### COMMUNITY SUPPORT – 2020-2022

#### INDIVIDUAL DONATIONS CAMPAIGNS

<b>NAME</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>
Give Big CHQ (Spring)	-	1755.90	793.20
Fall Pledge Drive (Late Summer/Fall)	-	5385	4750
Unsolicited Ind. Donations	-	-	871

#### FUNDRAISERS

Great American Picnic	-	3635	3538
John & Mary Benefit Show	-	-	1200
WRFA Holiday Party	1000	-	-

#### LOCAL/STATE FOUNDATIONS

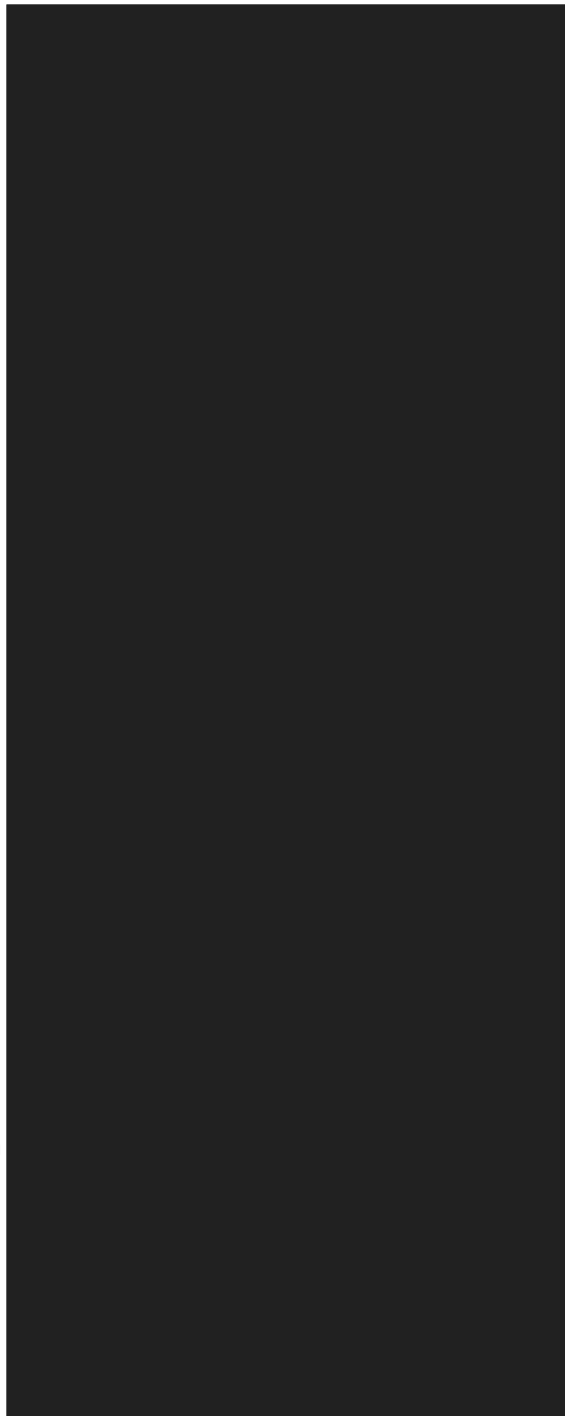
CRCF (Debates)	
CRCF (Give Big CHQ)	
CRCF (Oral History)	
Holmberg (Tarp Skunks)	
Humanities NY (Com. Conversation)	
Sheldon Foundation	
United Arts Appeal	

#### UNDERWRITING / CORPORATE CONTRIBUTIONS

<b>Business/Organization</b>	<b>2020</b>	<b>2022</b>
Abers Acres		

## WRFA Station Manager Report – Oct 3, 2022

Ashville General Store  
Axiom Office  
Blue Moon Mangmt  
Chautauqua Adult Day Care  
Chautauqua Art Gallery  
Chautauqua Hospice & Palliative Care  
Chautauqua County IDA  
Chautauqua Institution  
Chautauqua Patrons Insurance  
Chautauqua Striders  
Chautauqua Watershed Conserv.  
Fessenden, Laumer & DeAngelo  
Forte  
Geraci & Co.  
Good Neighbor Bookstore  
Great Blue Heron  
Honest Johns  
IBEW Local 106  
Jamestown Area Federal Credit Un.  
Lind Funeral Home  
LMNOP Gallery  
Lost Recording Studio  
Lutheran of Jamestown  
Mental health Association  
National Comedy Center  
Quadrant Biosciences  
Resource Center  
Shults Management Co.  
Sloan Melhuish  
Southern Chautauqua Fed Credit Union  
Spire Theater  
St. Lukes  
United Way of Southern Chaut Co  
Weinberg Financial Group  
Whirlybird Music & Art Festival  
WNY Land Conservancy



### IV - OTHER NOTES

#### WRFA STUDIO UPGRADE

WRFA is continuing to work with consultant Scott Fybush (Rochester, NY) to update our studios and improve interconnectivity, while also making it easier to do “live” broadcasting. Initially he was sourcing costs and was expected to have an RFP for review by the end of March. However, personal issues have pushed his schedule back. He now hopes to have an RFP for the station to review by the end of October.