Survive
Or
THRIVE

Listening...

<table>
<thead>
<tr>
<th></th>
<th>Cume</th>
<th>AQH</th>
<th>LH</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall</td>
<td>+15%</td>
<td>+12.5%</td>
<td>+11%</td>
</tr>
<tr>
<td>ME</td>
<td>+27%</td>
<td>+36%</td>
<td>+34%</td>
</tr>
</tbody>
</table>

3Book Average Sp15/Fa15/Sp16 v 3 Book Average Sp09/Fa09/Sp10 - Persons 12+
Overall= M-Su 6am-Mid ME= M-F Su-Sa ©Nielsen
Revenue...

Underwriting +30% To $179,700

Individual +35% To $394,000

Total +37% To $941,685

FY 15 v FY 10

Revenue...

FY 15 v FY 10

npr wvik
How...
Strategic Plan
Capital Campaign
Benchmarks
Marketing and Development Plan
Execution, Status Checks, Revisions

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How...
Strategic Plan
- Told us to grow audience.
- Told us to grow revenues.
- Told us to grow staff.
- Told us to go HD.
- Completed and Updated.
How...

Strategic Plan
- Tells us to raise profile.
- Tells us to strengthen financial base.
- Tells us to improve donor management.
- Tells us to increase distribution channels.

How...

Marketing and Development Plan
- Told us to revitalize brand.
- Told us to more effectively link to NPR.
- Tells us to enhance programming.
- Told us to focus on fund development.
- Told us to create a family of brands.
So we...

- Revitalized our brand as Quad Cities NPR.
- Instituted MEGS guidelines.
- Subscribed to AudiGraphics.
- Hired a FT Corporate Support Manager.
- Hired a Director of Individual Giving.

So we...

- Raised $750K and put in an HD transmitter.
- Instituted a sustainer program.
- Initiated partnerships.
- Joined a Regional News Collaborative.
- Implemented NPR Digital tools.
So...

- We’re still running deficits.
- FY 20 is balanced budget date.
- Benchmarks say $300K still out there.
- We will get it.
- We will have fun.