| 1993 Budgets KMUZ AM/FM | Jan | Feb | Mar | Apl | May | June | July | Aug | Sept | Oct | Nov | Dec | Total |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Income | | | | | | Advertising Rate Increase in July | | | | | | | |
| Antenna Income | $1,900 | $1,900 | $1,900 | $1,900 | $1,900 | $2,100 | $2,100 | $2,100 | $2,100 | $2,100 | $2,100 | $2,100 | $24,200 |
| Sales Revenue | $20,000 | $25,000 | $35,000 | $40,000 | $45,000 | $50,000 | $55,000 | $65,000 | $75,000 | $75,000 | $80,000 | $85,000 | $650,000 |
| Total Gross | $21,900 | $26,900 | $36,900 | $41,900 | $46,900 | $52,100 | $57,100 | $67,100 | $77,100 | $77,100 | $82,100 | $87,100 | $674,200 |
| | | | | | | | | | | | | | |
| Technical Expenses | Jan | Feb | Mar | Apl | May | June | July | Aug | Sept | Oct | Nov | Dec | Total |
| Engineer | $200 | $200 | $200 | $200 | $200 | $200 | $200 | $200 | $200 | $200 | $200 | $200 | $2,400 |
| Utilities | $150 | $150 | $150 | $150 | $150 | $150 | $150 | $150 | $150 | $150 | $150 | $150 | $1,800 |
| AM Audio Lines | $400 | $400 | $400 | $400 | $400 | $400 | $400 | $400 | $400 | $400 | $400 | $400 | $4,800 |
| Spares/Parts | $100 | $100 | $100 | $100 | $100 | $100 | $100 | $100 | $100 | $100 | $100 | $100 | $1,200 |
| Carts/Tapes/Cassettes | $75 | $75 | $75 | $75 | $75 | $75 | $75 | $75 | $75 | $75 | $75 | $75 | $900 |
| AM Land FM Tower Rent | $1,700 | $1,700 | $1,700 | $1,700 | $1,700 | $1,700 | $1,700 | $1,700 | $1,700 | $1,700 | $1,700 | $1,700 | $20,400 |
| AM or FM Xmtr Update | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $0 |
| Total Technical | $2,625 | $2,625 | $2,625 | $2,625 | $2,625 | $2,625 | $2,625 | $2,625 | $2,625 | $2,625 | $2,625 | $2,625 | $31,500 |
| | | | | | | | | | | | | | |
| Programming Dept | Jan | Feb | Mar | Apl | May | June | July | Aug | Sept | Oct | Nov | Dec | Total |
| On Air Staff | $4,400 | $4,400 | $4,400 | $4,400 | $5,500 | $5,500 | $5,500 | $5,500 | $5,500 | $5,500 | $5,500 | $5,500 | $61,600 |
| Operations Manager | $1,750 | $1,750 | $1,750 | $1,750 | $2,000 | $2,000 | $2,000 | $2,000 | $2,000 | $2,000 | $2,000 | $2,000 | $23,000 |
| News Director | $1,200 | $1,200 | $1,200 | $1,200 | $1,350 | $1,350 | $1,350 | $1,350 | $1,350 | $1,350 | $1,350 | $1,350 | $15,600 |
| Outside Talent / Remotes | $200 | $200 | $200 | $200 | $200 | $200 | $200 | $200 | $200 | $200 | $200 | $200 | $2,400 |
| Promotion | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $0 |
| Advertising | $0 | $0 | $0 | $2,500 | $2,500 | $1,000 | $1,000 | $0 | $0 | $0 | $0 | $0 | $7,000 |
| Ad Specialties | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $0 |
| Consultants/Syndication | $1,800 | $1,800 | $1,800 | $1,800 | $2,000 | $2,000 | $2,000 | $2,000 | $2,000 | $2,000 | $2,000 | $2,000 | $23,200 |
| Papers / Trade Journal | $100 | $100 | $100 | $100 | $100 | $100 | $100 | $100 | $100 | $100 | $100 | $100 | $1,200 |
| Rating Books | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $0 |
| ASCAP/BMI/SESAC | $400 | $400 | $800 | $800 | $800 | $800 | $800 | $800 | $800 | $800 | $800 | $800 | $8,800 |
| Total Programming | $9,850 | $9,850 | $10,250 | $12,750 | $14,450 | $12,950 | $12,950 | $11,950 | $11,950 | $11,950 | $11,950 | $11,950 | $142,800 |
| | | | | | | | | | | | | | |
| Sales Department | Jan | Feb | Mar | Apl | May | June | July | Aug | Sept | Oct | Nov | Dec | Total |
| Drawing Accts (5 persons) | $6,200 | $6,200 | $6,200 | $6,200 | $6,200 | $6,200 | $6,200 | $6,200 | $6,200 | $6,200 | $6,200 | $6,200 | $74,400 |
| Commissions | $0 | $0 | $2,750 | $4,125 | $5,500 | $6,875 | $8,250 | $11,000 | $13,750 | $13,750 | $15,125 | $16,500 | $97,625 |
| Sales Secretary | $1,000 | $1,000 | $1,000 | $1,000 | $1,000 | $1,100 | $1,100 | $1,100 | $1,100 | $1,100 | $1,100 | $1,100 | $12,700 |
| Travel / Entertainment | $100 | $100 | $100 | $100 | $100 | $100 | $100 | $100 | $100 | $100 | $100 | $100 | $1,200 |
| Auto Expense | $100 | $100 | $100 | $100 | $100 | $100 | $100 | $100 | $100 | $100 | $100 | $100 | $1,200 |
| Dues & Subscriptions | $60 | $60 | $60 | $60 | $60 | $60 | $60 | $60 | $60 | $60 | $60 | $60 | $720 |
| Flowers / Gifts | $20 | $20 | $20 | $20 | $20 | $20 | $20 | $20 | $20 | $20 | $20 | $20 | $240 |
| Sales Office Rent | $750 | $750 | $750 | $750 | $750 | $750 | $750 | $750 | $750 | $750 | $750 | $750 | $9,000 |
| Sales Office Electricity | $100 | $100 | $100 | $100 | $100 | $100 | $100 | $100 | $100 | $100 | $100 | $100 | $1,200 |
| Telephones | $180 | $180 | $180 | $180 | $180 | $180 | $180 | $180 | $180 | $180 | $180 | $180 | $2,160 |
| Total Sales Department | $8,330 | $8,330 | $11,080 | $12,455 | $13,830 | $15,305 | $16,680 | $19,430 | $22,180 | $22,180 | $23,555 | $24,930 | $198,285 |
| General & Administrative | Jan | Feb | Mar | Apl | May | June | July | Aug | Sept | Oct | Nov | Dec | Total |
| President | $3,000 | $3,000 | $3,000 | $3,000 | $4,167 | $4,167 | $4,167 | $4,167 | $4,167 | $4,167 | $4,167 | $4,167 | $45,336 |
| Vice President | $3,000 | $3,000 | $3,000 | $3,000 | $3,320 | $3,320 | $3,320 | $3,320 | $3,320 | $3,320 | $3,320 | $3,320 | $38,560 |
| Office Manager / Accounting | $1,520 | $1,520 | $1,520 | $1,520 | $1,520 | $1,520 | $1,520 | $1,520 | $1,520 | $1,750 | $1,750 | $1,750 | $18,930 |
| Office Help | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $1,000 | $1,000 | $1,000 | $1,000 | $4,000 |
| Office Rent | $850 | $850 | $850 | $850 | $850 | $850 | $850 | $850 | $850 | $850 | $850 | $850 | $10,200 |
| Travel & Entertainment | $300 | $300 | $300 | $300 | $300 | $300 | $300 | $300 | $300 | $300 | $300 | $300 | $3,600 |
| Auto Expense | $250 | $250 | $250 | $250 | $250 | $250 | $250 | $250 | $250 | $250 | $250 | $250 | $3,000 |
| Telephones | $400 | $400 | $400 | $400 | $400 | $400 | $400 | $400 | $400 | $400 | $400 | $400 | $4,800 |
| NAB, WSAB, OAB | $100 | $100 | $100 | $100 | $100 | $100 | $100 | $100 | $100 | $100 | $100 | $100 | $1,200 |
| Attorney Retainer | $200 | $200 | $200 | $200 | $200 | $200 | $200 | $200 | $200 | $200 | $200 | $200 | $2,400 |
| Local Licenses /City Taxes | $100 | $100 | $100 | $100 | $100 | $100 | $100 | $100 | $100 | $100 | $100 | $100 | $1,200 |
| Group Health Insurance | $800 | $800 | $800 | $1,000 | $1,000 | $1,000 | $1,000 | $1,000 | $1,000 | $1,000 | $1,000 | $1,000 | $11,400 |
| Postage / PO Boxes | $150 | $150 | $150 | $150 | $150 | $150 | $150 | $150 | $150 | $150 | $150 | $150 | $1,800 |
| PC Supplies and Mainten. | $235 | $235 | $235 | $235 | $235 | $235 | $235 | $235 | $235 | $235 | $235 | $235 | $2,820 |
| Office Supplies | $150 | $150 | $150 | $150 | $150 | $150 | $150 | $150 | $150 | $150 | $150 | $150 | $1,800 |
| Printing | $150 | $150 | $150 | $150 | $150 | $150 | $150 | $150 | $150 | $150 | $150 | $150 | $1,800 |
| Payroll Tax | $4,400 | $4,400 | $4,400 | $4,400 | $5,000 | $5,000 | $5,000 | $5,000 | $5,000 | $5,000 | $5,000 | $5,000 | $57,600 |
| CPA | $500 | $500 | $500 | $500 | $500 | $500 | $500 | $500 | $500 | $500 | $500 | $500 | $6,000 |
| Real Estate / Property Taxes | $125 | $125 | $125 | $125 | $125 | $125 | $125 | $125 | $125 | $125 | $125 | $125 | $1,500 |
| Total G/A | $16,230 | $16,230 | $16,230 | $16,430 | $18,517 | $18,517 | $18,517 | $18,517 | $19,517 | $19,747 | $19,747 | $19,747 | $217,946 |
| | | | | | | | | | | | | | |
| | Jan | Feb | Mar | Apl | May | June | July | Aug | Sept | Oct | Nov | Dec | Total |
| Gross Expenses | $37,035 | $37,035 | $40,185 | $44,260 | $49,422 | $49,397 | $50,772 | $52,522 | $56,272 | $56,502 | $57,877 | $59,252 | $590,531 |
| "Shortfall" or "Profit" | ($15,135.00) | ($10,135) | ($3,285) | ($2,360) | ($2,522) | $2,703 | $6,328 | $14,578 | $20,828 | $20,598 | $24,223 | $27,848 | $83,669 |
| Ratio Gross Rev / Expenses | -40.87% | -27.37% | -8.17% | -5.33% | -5.10% | 5.47% | 12.46% | 27.76% | 37.01% | 36.46% | 41.85% | 47.00% | 14.17% |

***projected