

SABS 2014

Grantee Information

ID	1709
Grantee Name	KRCB-TV
City	Rohnert Park
State	CA
Licensee Type	Community

1.1 Statement of Financial Position (Balance Sheet)

Jump to question:

	End of Previous FY	End of Current FY
Assets		
Cash and Cash Equivalents	\$ 181,120	\$ 105,979
All Other Current Assets	\$ 213,054	\$ 637,386
All Non-Current Assets	\$ 2,143,731	\$ 1,932,355
Total Assets	\$ 2,537,905	\$ 2,675,720
Liabilities		
All Current Liabilities	\$ 545,935	\$ 627,411
All Non-Current Liabilities	\$ 504,405	\$ 504,406
Total Liabilities	\$ 1,050,340	\$ 1,131,817
Net Assets		
Invested in Capital Assets (Net of Related Debt)	\$ 178,590	\$ 88,456
Other Restricted Net Assets	\$ 38,352	\$ 89,892
Unrestricted Net Assets	\$ 1,270,623	\$ 1,365,555
Total Net Assets	\$ 1,487,565	\$ 1,543,903
Balance Formula (TA - (TL+TNA))	\$	\$ 0

Jump to question:

For Joint Licensee only: In question 1.1, did you report your Balance Sheet positions as a combined entity or TV operations only?

Joint Licensee: Reported Separately

1.2 Audited Financial Statements Filing Status (for Joint Licensees Only)

Jump to question: 1.2

Licensee Type (For Joint Licensees Only) Joint Licensee Reporting Combined

Comments

Question	Comment
Current Year-End: All Other Current Assets	Received stock from donor, \$200K

2.1 Total Station Revenue

Jump to question: 2.1

Total (\$)

Passive Revenue

Royalties	\$	
Copyright Tribunal Distributions	\$	11,137
Gains on Sale of Assets - Property and Equipment	\$	9,501
Interest and Dividends: Non-Endowment	\$	3,524
Interest and Dividends: Endowment	\$	0
Realized Gains (Losses) on Marketable Securities Transactions: Non-Endowment	\$	482
Realized Gains (Losses) on Marketable Securities Transactions: Endowment	\$	0
Unrealized Gains (Losses) on Marketable Securities Transactions: Non-Endowment	\$	2,128
Unrealized Gains (Losses) on Marketable Securities Transactions: Endowment	\$	0
Total Passive Revenue	\$	26,772

Non-Passive Revenue

CPB CSG	\$	481,585
Membership (Contributions < \$1,000)	\$	461,373
Major Giving (Contributions >= \$1,000)	\$	259,841
Planned Giving (Realized)	\$	18,255
Capital	\$	
Endowment	\$	0
Grant Solicitation (Competitive)	\$	197,385
Production Underwriting	\$	35,000
Spot/Run of Schedule Underwriting	\$	188,330
All Other Underwriting	\$	
Contract Production & Services	\$	32,557
Content Distribution Activities	\$	296,898
Program Guide	\$	
Auction	\$	239,231

Subsidiaries	\$	
State Government Appropriation (Unrestricted)	\$	
All Other	\$	150,447
Total Non-Passive Revenue	\$	2,360,902
Total Station Revenue	\$	2,387,674

2.2 Revenue Sources and Type

Jump to question 2.2

	Trade/In-Kind Revenue	Indirect Support including Occupancy	Capital	Endowment	All Other Revenue	Total
Federal Government (Non-CPB)	\$		\$	\$	\$	\$ 0
State Government	\$	\$	\$	\$	\$	\$ 0
Local and All Other Government	\$ 66,000	\$	\$	\$	\$ 98,173	\$ 164,173
CPB	\$		\$	\$	\$ 489,085	\$ 489,085
PBS	\$		\$	\$	\$ 9,438	\$ 9,438
NPR	\$		\$	\$	\$	\$ 0
Public Broadcasting Stations	\$		\$	\$	\$ 0	\$ 0
Individuals	\$ 5,908		\$	\$	\$ 780,299	\$ 786,207
Businesses (For Profit Entities)	\$ 54,042		\$	\$	\$ 481,087	\$ 535,129
Foundations (Not For Profit Entities)	\$ 8,390		\$	\$ 0	\$ 385,558	\$ 393,948
State and State Supported Colleges and Universities	\$	\$	\$	\$	\$	\$ 0
Private Colleges and Universities	\$	\$	\$	\$	\$	\$ 0
All Other Sources	\$		\$	\$	\$ 9,694	\$ 9,694
Total Station Revenue	\$ 134,340	\$ 0	\$ 0	\$ 0	\$ 2,253,334	\$ 2,387,674

Comments

Question **Comment**

No Comments for this section

3.1 Station Expenses (Excluding Depreciation)

Jump to question:

	Full Time Equivalents (FTEs)	Salary	Bonus/ Incentive Comp.	Benefits & Accruals	Direct, Indirect & In-Kind Expenses	Total Expenses
Corporate Management & Support						
General Management (CEO, COO, General Counsel, etc. - Do Not Allocate any time from these individuals)	1.45	\$ 131,807	\$ 0	\$ 19,690		\$ 151,497
Finance and HR	0.80	\$ 33,534	\$ 0	\$ 13,465		\$ 46,999
Administrative Support	1.79	\$ 54,148	\$ 0	\$ 12,794		\$ 66,942
Total Corporate Management & Support	4.04	\$ 219,489	\$ 0	\$ 45,949	\$ 207,233	\$ 472,671
Development						
Membership - Pledge/On-Air	0.22	\$ 7,969	\$ 0	\$ 3,298	\$ 91,619	\$ 102,886
Membership - Direct Mail	0.09	\$ 3,188	\$ 0	\$ 1,319	\$ 64,590	\$ 69,097
Membership - Telemarketing		\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
Membership - Web/Online Fundraising	0.04	\$ 1,594	\$ 0	\$ 660	\$ 6,626	\$ 8,880
Membership - All Other	1.05	\$ 33,957	\$ 0	\$ 15,926	\$ 3,906	\$ 53,789
Major Giving	0.01	\$ 319	\$ 0	\$ 132	\$ 1,744	\$ 2,195
Planned Giving		\$ 0	\$ 0	\$ 0	\$ 105	\$ 105
Capital Campaigns		\$ 0	\$ 0	\$ 0		\$ 0
Endowment Campaigns		\$ 0	\$ 0	\$ 0		\$ 0
Grant Solicitation (Competitive)	0.40	\$ 16,128	\$ 0	\$ 2,467	\$ 0	\$ 18,595
Total Development	1.81	\$ 63,155	\$ 0	\$ 23,802	\$ 168,590	\$ 255,547
Auction						
Auction	2.62	\$ 84,989	\$ 0	\$ 30,330	\$ 39,429	\$ 154,748
Underwriting						
National Production Underwriting	0.27	\$ 7,725	\$ 12,181	\$ 4,678		\$ 24,584

Local Production Underwriting	0.32	\$ 8,263	\$ 2,496	\$ 1,660		\$ 12,419
Spot/Run of Schedule Underwriting	0.48	\$ 12,898	\$ 9,804	\$ 4,466		\$ 27,168
Educational Services Underwriting	0	\$ 0	\$ 0	\$ 0		\$ 0
Community Engagement Underwriting	0	\$ 0	\$ 0	\$ 0		\$ 0
Special Event & Other Underwriting	0	\$ 0	\$ 0	\$ 0		\$ 0
Total Underwriting	1.07	\$ 28,886	\$ 24,481	\$ 10,804	\$ 38,292	\$ 102,463
Programming						
Program Acquisition	0.15	\$ 10,283	\$ 0	\$ 1,960	\$ 395,877	\$ 408,120
Program Scheduling	0.45	\$ 30,849	\$ 0	\$ 5,881		\$ 36,730
Total Programming	0.60	\$ 41,132	\$ 0	\$ 7,841	\$ 395,877	\$ 444,850
Production						
National Broadcast Production	0.98	\$ 33,054	\$ 0	\$ 4,929	\$ 94,800	\$ 132,783
Local Broadcast Production	1.11	\$ 34,574	\$ 0	\$ 8,245	\$ 15,876	\$ 58,695
Contract Production & Services	0.41	\$ 10,760	\$ 0	\$ 2,867		\$ 13,627
Non Broadcast Production (including Fixed Point to Point, Web, etc.)	0.58	\$ 32,096	\$ 0	\$ 5,142	\$ 8,682	\$ 45,920
Total Production	3.08	\$ 110,484	\$ 0	\$ 21,183	\$ 119,358	\$ 251,025
Content Distribution & Delivery (CD&D)						
Transmission/Distribution	0	\$ 0	\$ 0	\$ 0		\$ 0
Operations (Master Control)	4.75	\$ 123,910	\$ 0	\$ 34,522		\$ 158,432
Technical Maintenance	0.45	\$ 40,205	\$ 0	\$ 6,011		\$ 46,216
Production Support	0.40	\$ 15,179	\$ 0	\$ 2,390		\$ 17,569
Information Technology	0.34	\$ 19,618	\$ 0	\$ 5,312		\$ 24,930
Total CD&D	5.94	\$ 198,912	\$ 0	\$ 48,235	\$ 204,547	\$ 451,694
Educational Services and Community Engagement						
Educational Services	0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0

Community Engagement	0.38	\$ 16,726	\$ 0	\$ 3,427	\$ 171	\$ 20,324
Total Educational Services and Community Engagement	0.38	\$ 16,726	\$ 0	\$ 3,427	\$ 171	\$ 20,324
Marketing/ CRM						
Marketing, PR & Communications	0.39	\$ 13,555	\$ 0	\$ 4,525	\$ 52,056	\$ 70,136
Program Guide	0.25	\$ 10,427	\$ 0	\$ 2,845	\$ 8,522	\$ 21,794
Viewer & Member Services		\$ 0	\$ 0	\$ 0		\$ 0
Special Events		\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
Total Customer/Relationship Management	0.64	\$ 23,982	\$ 0	\$ 7,370	\$ 60,578	\$ 91,930
Other Activities & Services						
Other Activities & Services		\$ 0	\$ 0	\$ 0		\$ 0
Total Station Expenses (Excluding Depreciation)	20.18	\$ 787,755	\$ 24,481	\$ 198,941	\$ 1,234,075	\$ 2,245,252

3.2 Other Activities & Services

Jump to question:

Please Describe Other Activities & Services
(Required if this expense category is utilized in Station Expenses)

3.3 Student/Intern Personnel (Detailed Break-out from station FTEs)

Jump to question:

**Full Time
Equivalents (FTEs)**

Corporate Management & Support	<input type="text"/>
Development	<input type="text"/>
Auction	<input type="text"/>
Underwriting	<input type="text"/>
Programming	<input type="text"/>
Production	<input type="text"/>
CD&D	<input type="text"/>
Educational Services	<input type="text"/>
Community Engagement	<input type="text"/>
Customer/Relationship Management	<input type="text"/>
Other Activities & Services	<input type="text"/>

Total Student/Intern FTEs

3.4 In-Kind Expense Detail

Jump to question:

Corporate Management & Support

In-Kind Expenses \$

\$

Development

\$

Auction

\$

Underwriting

\$

Programming

\$

Production

\$

CD&D

\$

Educational Services

\$

Community Engagement

\$

Customer/Relationship Management

\$

Other Activities & Services

\$

Total Station In-Kind Expenses

\$

3.5 Indirect Support Expense Detail

Jump to question:

Indirect Support - Occupancy

Indirect Expenses \$

\$

Indirect Support - Analog Transmitter Power

\$

Indirect Support - Digital Transmitter Power

\$

Indirect Support - All Other Expenses

\$

Total Station Indirect Support

\$

Total Station In-Kind Plus Indirect (Including Occupancy) Expenses

\$

3.6 Capital Expenses and Related Items

Jump to question:

	Capital Expenses (\$)	Depreciation/ Amortization (\$)	(\$) Funded Depreciation
Land and Buildings	\$ <input type="text"/>	\$ <input type="text" value="22,695"/>	\$ <input type="text"/>
Administrative and General Office Equipment	\$ <input type="text" value="8,807"/>	\$ <input type="text" value="27,346"/>	\$ <input type="text"/>
Production Equipment	\$ <input type="text" value="6,467"/>	\$ <input type="text" value="-1,271"/>	\$ <input type="text"/>
CD&D and IT Equipment	\$ <input type="text" value="23,864"/>	\$ <input type="text" value="204,584"/>	\$ <input type="text"/>
Production Content (Capitalization and Amortization of Shows/Content)	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>
Other Capital Expenditures	\$ <input type="text"/>	\$ <input type="text" value="457"/>	\$ <input type="text"/>

Total	\$ <input type="text" value="39,138"/>	\$ <input type="text" value="253,811"/>	\$ <input type="text" value="0"/>
Total Station Expenses (Including Depreciation)	<input type="text" value=""/>	\$ <input type="text" value="2,499,063"/>	<input type="text" value=""/>

Comments

Question	Comment
Depreciation/Amortization (\$): Production Equipment	Camera Stolen - removed from inventory

4.1 Corporate Management & Support Expense Detail

Jump to question:

Direct, Indirect & In-Kind Expenses (\$)

Do Not Allocate These Expenses to Other Functional Areas

Rent/Lease/Mortgage (excluding tower lease payments)	\$ <input type="text" value="2,443"/>
Telecommunications and Utilities (excluding Transmitter Power)	\$ <input type="text" value="51,846"/>
Consulting, Contracted & Outsourced Personnel and Services Fees	\$ <input type="text" value="5,991"/>
Legal Fees	\$ <input type="text" value="3,600"/>
Accounting/Payroll Fees	\$ <input type="text" value="22,283"/>
Governance and Advisory Board Expenses	\$ <input type="text" value="0"/>
Insurance - Property, Liability & Other Corporate (Non-Employee Benefits)	\$ <input type="text" value="28,106"/>
Facilities Maintenance	\$ <input type="text" value="14,326"/>
Professional Development/Training (For All Staff)	\$ <input type="text" value="0"/>
Indirect Support including Occupancy (Excluding Indirect Transmitter Power)	\$ <input type="text" value=""/>
Interest Expense	\$ <input type="text" value="43,901"/>
All Other Corporate Management & Support	\$ <input type="text" value="34,737"/>
Total Corporate Management & Support	\$ <input type="text" value="207,233"/>

4.2 Station Volunteers

Jump to question:

of Volunteer event days

Report the total number of volunteer event days that benefited your station during the fiscal year?

Comments

Question	Comment
No Comments for this section	

5.1 Membership Revenue (<\$1,000)

Jump to question:

	New (\$)	Renewal (\$)	Re-join (\$)	Add-Gift (\$)	Total
Pledge/On Air	\$ <input type="text" value="208,034"/>	\$ <input type="text" value="24,463"/>	\$ <input type="text" value="41,490"/>	\$ <input type="text" value="26,454"/>	\$ <input type="text" value="300,441"/>
Direct Mail	\$ <input type="text" value="3,468"/>	\$ <input type="text" value="102,262"/>	\$ <input type="text" value="10,520"/>	\$ <input type="text" value="7,229"/>	\$ <input type="text" value="123,479"/>
Telemarketing	\$ <input type="text" value=""/>	\$ <input type="text" value=""/>	\$ <input type="text" value=""/>	\$ <input type="text" value=""/>	\$ <input type="text" value="0"/>
Web/Online	\$ <input type="text" value="4,351"/>	\$ <input type="text" value="10,986"/>	\$ <input type="text" value="3,079"/>	\$ <input type="text" value="1,499"/>	\$ <input type="text" value="19,915"/>

Other Membership Programs	\$ 2,238	\$ 11,668	\$ 1,684	\$ 1,948	\$ 17,538
Total	\$ 218,091	\$ 149,379	\$ 56,773	\$ 37,130	\$ 461,373

5.2 Membership - # of Donors (<\$1,000)

Jump to question: 5.2

	New (#)	Renewal (#)	Re-join (#)	Total	Add-Gift ((#))
Pledge/On Air	1,775	246	379	2,400	227
Direct Mail	60	1,558	146	1,764	88
Telemarketing	0			0	
Web/Online	50	102	24	176	14
Other Membership Programs	9	77	12	98	14
Total	1,894	1,983	561	4,438	343

5.3 Cumulative Annual Gifts (Membership and Major Giving)

Jump to question: 5.3

	Number of Donors (#)	Number of Gifts (#)	Amount of Gifts (\$)
\$1 to \$999	4,438	4,781	\$ 461,373
\$1,000 to \$9,999	23	48	\$ 38,427
\$10,000 and above	2	2	\$ 221,414
Total	4,463	4,831	\$ 721,214

5.4 Gift Type Detail

Jump to question: 5.4

	Total
Matching Gifts (\$ Amount)	\$ 3,239
Sustainer Gifts (# of Donors)	425

5.5 Planned Giving Revenue Detail

Jump to question: 5.5

	Realized in FY (#)	Realized in FY (\$)
Total amount of Planned Giving	3	\$ 18,255
Total	3	\$ 18,255

5.6 Endowment Fund Detail

Jump to question: 5.6

	Endowment Fund (\$)
Value of Fund at start of Fiscal Year?	\$ 0
New Endowment Contributions	\$ 0
Realized Investment Gains	\$ 0
Unrealized Investment Gains (Losses)	\$ 0
Discretionary spending from the Endowment Fund	\$

Discretionary additions to the Endowment Fund \$:

Value of Fund at end of Fiscal Year \$:

Value of pledged gifts not yet received? \$:

5.7 Development Expenses

Jump to question:

	Direct & In-Kind Expenses (\$)
Premiums' Total	\$: <input type="text" value="102,116"/>
Consulting, Contracted & Outsourced Personnel and Services Fees	\$: <input type="text" value="5,336"/>
Other Expenses	\$: <input type="text" value="61,138"/>
Total	\$: <input type="text" value="168,590"/>

5.8 Pledge Appeal Minutes

Jump to question:

	# of Minutes
Live	<input type="text"/>
Virtuals/Pledge Events	<input type="text" value="25,928.00"/>
Pre-Taped Local Breaks	<input type="text" value="300.00"/>
Air-Checks	<input type="text" value="25.00"/>
Total	<input type="text" value="26,253.00"/>
# of total Pledge Appeal Minutes between 11PM and 6AM?	<input type="text" value="3,000.00"/>

Comments

Question	Comment
Amount of Gifts (\$): \$2,500 to \$4,999	\$200,524 = stock

6.1 Underwriting Revenue Detail

Jump to question:

	Revenue (\$)
National Production Underwriting	\$: <input type="text" value="35,000"/>
Local Production Underwriting	\$: <input type="text"/>
Spot/Run of Schedule Underwriting	\$: <input type="text" value="188,330"/>
Educational Services Underwriting	\$: <input type="text"/>
Community Engagement Underwriting	\$: <input type="text"/>
Special Events/Other Underwriting	\$: <input type="text"/>
Total	\$: <input type="text" value="223,330"/>

6.2 Production Underwriter Detail (National and Local Production Underwriting)

Jump to question:

	Total # of Underwriters	Revenue (\$)
Individuals	<input type="text"/>	\$: <input type="text"/>

Businesses (For Profit Entities)	<input type="text" value="2"/>	\$ <input type="text" value="35,000"/>
Foundations (Not For Profit Entities)	<input type="text"/>	\$ <input type="text"/>
Government (Federal, State and Local and Other Gov't)	<input type="text"/>	\$ <input type="text"/>
All Other (CPB, PBS, NPR, Other Public Broadcasting Stations & Entities, Colleges & Universities, and All Other)	<input type="text"/>	\$ <input type="text"/>
Total	<input type="text" value="2"/>	\$ <input type="text" value="35,000"/>

6.3 Spot/Run of Schedule Underwriter Detail

Jump to question:

	Total # of Underwriters	Revenue (\$)
Individuals	<input type="text"/>	\$ <input type="text"/>
Businesses (For Profit Entities)	<input type="text" value="26"/>	\$ <input type="text" value="133,532"/>
Foundations (Not For Profit Entities)	<input type="text" value="6"/>	\$ <input type="text" value="19,000"/>
Government (Federal, State and Local and Other Gov't)	<input type="text" value="2"/>	\$ <input type="text" value="34,823"/>
All Other (CPB, PBS, NPR, Other Public Broadcasting Stations & Entities, Colleges & Universities, and All Other)	<input type="text" value="2"/>	\$ <input type="text" value="975"/>
Total	<input type="text" value="36"/>	\$ <input type="text" value="188,330"/>

6.4 Underwriting Detail - Expenses

Jump to question:

	Direct & In-Kind Expenses (\$)
Consulting, Contracted & Outsourced Personnel and Services Fees	\$ <input type="text" value="36,265"/>
Other Expenses	\$ <input type="text" value="2,027"/>
Total	\$ <input type="text" value="38,292"/>

6.5 Spot/Run of Schedule Underwriting Contracts & Renewal Rate

Jump to question:

	Amount
Total Number of separate underwriting contracts during the fiscal year (Generated Revenue in Question 6.3)?	<input type="text" value="38"/>
Underwriter Renewal Rate? (%)	<input type="text" value="73.00"/>

Comments

Question	Comment
National Production Underwriting Revenue	RWAC & NH600

7.1 Auction Detail - Revenue

Jump to question:

	Gross Realized Revenue (\$)
Auction Total	\$ <input type="text" value="239,231"/>
Total	\$ <input type="text" value="239,231"/>

7.2 Auction Detail - Expenses

Jump to question:

Direct & In-Kind Expenses (\$)

Cost of purchased items to auction	\$: <input type="text" value="1,660"/>
Consulting, Contracted & Outsourced Personnel and Services Fees	\$: <input type="text" value="0"/>
Other Expenses	\$: <input type="text" value="37,769"/>
Total	\$: <input type="text" value="39,429"/>

7.3 Number of Auctions

Jump to question:

	Number of Auctions	Number of Auction Days per Year
TV broadcast auction (may include an online component)	<input type="text" value="3"/>	<input type="text" value="18"/>
Online only auction	<input type="text" value="3"/>	<input type="text" value="18"/>
Total	<input type="text" value="6"/>	<input type="text" value="36"/>

Comments

Question Comment

No Comments for this section

8.1 Program Acquisition Expenses

Jump to question:

	Direct & In-Kind Expenses (\$)	# of Hours of Programming Aired on Main Broadcast Channel (1 Stream)	# of Hours of Programming Aired on All Other Broadcast Channels
PBS Programs - NPS	<input type="text"/>	<input type="text" value="2,472.00"/>	<input type="text"/>
PBS Programs - PFP	<input type="text"/>	<input type="text" value="841.00"/>	<input type="text"/>
PBS Programs - PBS Plus & Other	<input type="text"/>	<input type="text" value="690.00"/>	<input type="text"/>
PBS Programs - Total	\$ <input type="text" value="363,901"/>	<input type="text" value="4,003.00"/>	<input type="text"/>
NETA	\$ <input type="text" value="1,951"/>	<input type="text" value="1,229.00"/>	<input type="text"/>
BBC	\$ <input type="text" value="11,994"/>	<input type="text" value="104.00"/>	<input type="text"/>
APT	\$ <input type="text" value="11,743"/>	<input type="text" value="1,992.00"/>	<input type="text" value="8,760.00"/>
Movie Packages (Other Distributors)	\$ <input type="text"/>	<input type="text"/>	<input type="text"/>
All Other Program Acquisitions (Other Distributors)	\$ <input type="text" value="5,921"/>	<input type="text" value="1,250.00"/>	<input type="text"/>
Local Productions	<input type="text"/>	<input type="text" value="182.00"/>	<input type="text"/>
Total	\$ <input type="text" value="395,510"/>	<input type="text" value="8,760.00"/>	<input type="text" value="8,760.00"/>

8.2 Program Acquisition & Scheduling Expenses

Jump to question:

	Direct & In-Kind Expenses (\$)
Program Acquisitions	\$: <input type="text" value="395,510"/>
Consulting, Contracted & Outsourced Personnel and Services Fees	\$: <input type="text"/>
Other Expenses	\$: <input type="text" value="367"/>

Total \$ 395,877

8.3 PBS Program Differentiation

Jump to question: [8.3](#)

Are you a PBS PDP Station? Yes

8.4 Ratings Data and Market Data

Jump to question: [8.4](#)

2013

Total Area Population Households (#) 2,650,000

Estimated Total Commercial TV Ad Revenue (\$) 503,300,000

Comments

Question	Comment
Nielsen Prime-Time Average Quarter Hour Households	NielsenDataPrepopulated 44025
Nielsen Full Day Average Cumulative Households: Weekly (#)	NielsenDataPrepopulated 44030
Nielsen Full Day Average Cumulative Households: Daily (#)	NielsenDataPrepopulated 44035
Total Area Population Households (#)	NielsenDataPrepopulated 44045
Estimated Total Commercial TV Ad Revenue (\$)	NielsenDataPrepopulated 44050
Hours of Programming Aired on All Other Broadcast Channels (#): APT	Create

9.1 Content Production Expenses (Direct & In-Kind Expenses)

Jump to question: [9.1](#)

	National Broadcast Production	Local Broadcast Production	Non Broadcast Production (Includes Fixed Point to Point Delivery, Web, etc.)
Contracted Personnel (including Outside Producers, Directors, Talent/On Air Hosts etc.), Services and Equipment Rental	\$ 73,789	\$ 15,354	\$ 3,825
Other Expenses	\$ 21,011	\$ 522	\$ 4,857
Total Production Services Expenses	\$ 94,800	\$ 15,876	\$ 8,682

9.2 Content Production Intended for Station use (by type)

Jump to question: [9.2](#)

	# of Hours of National Broadcast Production	# of Hours of Local Broadcast Production	# of Hours of Non Broadcast Production (Includes Fixed Point to Point Delivery, Web, etc.)
State/local government or election coverage	6.00	6.00	
Informational call-in broadcast			
News	1.00	1.00	13.00
Public Affairs			
Arts and Culture	5.00	5.00	6.00
Sports Programming			
Pledge Programs, Pledge Breaks & Auction	68.00	68.00	
Educational			

All Other Productions	<input type="text" value="8.00"/>	<input type="text" value="24.00"/>	<input type="text" value="9.00"/>
Total Number of Hours	<input type="text" value="8.00"/>	<input type="text" value="104.00"/>	<input type="text" value="28.00"/>
Total Hours using Closed-Captioning	<input type="text" value="8.00"/>	<input type="text"/>	<input type="text"/>
Total Hours using the SAP Channel	<input type="text"/>	<input type="text"/>	<input type="text"/>

Comments
Question **Comment**
 No Comments for this section

10.1 Revenue Generated by Content Distribution & Delivery Activities

Jump to question:

	Revenue (\$)
Tower Lease	\$ <input type="text" value="66,498"/>
ITFS/Alternative Transmission Services	\$ <input type="text" value="230,400"/>
Uplink/Teleconferencing Services	\$ <input type="text" value="0"/>
Facility/Equipment Rental	\$ <input type="text"/>
Datacasting	\$ <input type="text"/>
Network/Internet Connectivity	\$ <input type="text"/>
Other Revenue Generated by CD&D (Do not include contributions or grants restricted to CD&D)	\$ <input type="text"/>
Total	\$ <input type="text" value="296,898"/>

10.2 Content Distribution & Delivery Expenses

Jump to question:

	Direct, Indirect & In-Kind Expenses (\$)
Consulting, Contracted & Outsourced Personnel and Services Fees (excluding Technical Support)	\$ <input type="text" value="9,436"/>
CD&D and IT Equipment, Replacement Parts and Software (Non-Capital)	\$ <input type="text" value="11,471"/>
Technical, Software and Hardware Support (All CD&D and IT Maintenance Agreements and Support Costs)	\$ <input type="text" value="30,814"/>
STL Fees	\$ <input type="text" value="0"/>
Tower Rent/Lease/Mortgage	\$ <input type="text" value="66,000"/>
ITFS/Alternative Transmission Services	\$ <input type="text" value="0"/>
Uplink/Teleconferencing Services	\$ <input type="text" value="0"/>
Datacasting	\$ <input type="text" value="0"/>
Network/Internet Connectivity	\$ <input type="text" value="4,840"/>
Digital Transmitter Power (Direct Expense)	\$ <input type="text" value="36,317"/>
Analog Transmitter Power (Direct Expense)	\$ <input type="text" value="0"/>
Indirect Support - Analog and Digital Transmitter Power	\$ <input type="text"/>
Interconnection Expenses	\$ <input type="text" value="42,387"/>

Other Expenses \$ 3,282
Total \$ 204,547

10.3 Broadcast Capacity

Jump to question: 10.3

	# Operated	Average # of Hours per Day Operated
UHF Transmitters - Digital	1	18.00
VHF Transmitters - Digital	0	
Translators/Low Power Transmitters - Analog(Boosters)	0	
Translators/Low Power Transmitters - Digital(Boosters)	0	
ITFS Channels	1	24.00

10.4 Master Control Facilities

Jump to question: 10.4

	Number	Hours per Day
Master Control Facilities - # Operated	1	
Master Control Facilities - Total Hours/Day		24.00
Master Control Facilities - Staffed Hours/Day		18

10.5 DTV Expenditures

Jump to question: 10.5

	Amount (\$)
Capital Expenditures for DTV Production Equipment	\$ 0
Capital Expenditures for DTV Tower Related Equipment	\$
Capital Expenditures for DTV Master Control Equipment	\$
Capital Expenditures for DTV Transmission Equipment	\$ 21,269
Capital Expenditures for DTV Other Equipment	\$ 2,595
Non-Capital, Non-Personnel Expenses for DTV	\$ 0
Total	\$ 23,864

10.6 DTV Expenditures - Cumulative

Jump to question: 10.6

	Amount (\$)
How much has your station spent on DTV Conversion beginning in 1996 through the most recent fiscal year?	\$ 2,513,237
How much does your station plan to spend to complete the digital conversion?	\$ 250,000

Comments

Question	Comment
CD&D Expenses: Network/Internet Connectivity	Negotiated lower rate with Sonic

11.1 Educational Services Revenue

Jump to question: 11.1

Revenue (\$)

Federal Grants	\$ <input type="text"/>
State Government Grants	\$ <input type="text"/>
Fee-For-Service or Entrepreneurial Services	\$ <input type="text"/>
Underwriting for Educational Services	\$ <input type="text"/>
Other Revenue Generated by Educational Services	\$ <input type="text"/>
Total	\$ <input type="text" value="0"/>

11.2 Educational Services Expenses

Jump to question:

Direct & In-Kind Expenses (\$)

Consulting, Contracted & Outsourced Personnel and Services Fees	\$ <input type="text"/>
Other Expenses	\$ <input type="text"/>
Total	\$ <input type="text" value="0"/>

11.3 Educational Content Detail

Jump to question:

Direct & In-Kind Expenses (\$)

Create Local Educational Content for Broadcast	\$ <input type="text"/>
Create Local Educational Content NOT intended for Broadcast (includes Fixed Point to Point, Web, etc.)	\$ <input type="text"/>
Create National Educational Content for Broadcast	\$ <input type="text"/>
Create National Educational Content NOT intended for Broadcast (includes Fixed Point to Point, Web, etc.)	\$ <input type="text"/>
Program Acquisition	\$ <input type="text"/>
Total	\$ <input type="text" value="0"/>

11.4 Educational Content Delivery

Jump to question:

	# of Hours of Educational Programming Aired on Main Broadcast Channel (1 Stream)	# of Hours of Educational Programming Aired on All Other Broadcast Channels	# of Hours of Educational Non-Broadcast Delivery (includes Fixed Point to Point, Web, etc.)
PBS Kids	<input type="text" value="1,170.00"/>	<input type="text"/>	<input type="text"/>
K-12 Instructional TV	<input type="text"/>	<input type="text"/>	<input type="text"/>
GED, Workplace Essential Skills and Adult Literacy on TV - English	<input type="text"/>	<input type="text"/>	<input type="text"/>
GED, Workplace Essential Skills and Adult Literacy on TV - Other than English	<input type="text"/>	<input type="text"/>	<input type="text"/>
Annenberg Teacher Channel	<input type="text"/>	<input type="text"/>	<input type="text"/>
Other	<input type="text" value="26.00"/>	<input type="text"/>	<input type="text"/>
Total	<input type="text" value="1,196.00"/>	<input type="text"/>	<input type="text"/>

11.5 Educational Workshops

Jump to question:

	# of Workshops	Total # of Attendees
Ready to Learn	<input type="text"/>	<input type="text"/>
Other Pre-K Teacher Professional Development/Training	<input type="text"/>	<input type="text"/>
Other K-12 Teacher Professional Development/Training	<input type="text"/>	<input type="text"/>
Other Pre-service Teacher Professional Development/Training	<input type="text"/>	<input type="text"/>
Other College/University Faculty Professional Development/Training	<input type="text"/>	<input type="text"/>
Other Professional Development/Training	<input type="text"/>	<input type="text"/>
Total	<input type="text" value="0"/>	<input type="text" value="0"/>

Comments

Question	Comment
# of Hours of Educational Programming Delivered via Means Other than Broadcast (Fixed Point to Point, Web, etc.): Other	Learn to Read
# of Hours of Educational Prgramming Aired on Main Broadcast Channel: Main	Learn to Read

12.1 Community Engagement Revenue

Jump to question:

	Revenue (\$)
Grants (Competitive)	\$ <input type="text" value="13,434"/>
Fee-For-Service or Entrepreneurial	\$ <input type="text"/>
Underwriting of Outreach Events	\$ <input type="text"/>
Other Revenue Generated by Community Engagement	\$ <input type="text" value="800"/>
Total	\$ <input type="text" value="14,234"/>

12.2 Community Engagement Expenses

Jump to question:

	Direct & In-Kind Expenses (\$)
Consulting, Contracted & Outsourced Personnel and Services Fees	\$ <input type="text"/>
Other Expenses	\$ <input type="text" value="171"/>
Total	\$ <input type="text" value="171"/>

Comments

Question	Comment
Community Outreach Revenue (\$): Grants (Competitive)	WETA

13.1 FTE's: Combined TV and Radio for Joint Licensees (Can be Generated from the FTE Workbook)

Jump to question:

	TV Totals (Pre-filled: Should equal Sum of TV Only and TV Allocated Cells)	TV Only (100% Dedicated)	Joint TV and Radio: Amount Allocated to TV	Joint TV and Radio: Amount Allocated to Radio	Radio Only (100% Dedicated)	Total
Corporate Management &	<input type="text" value="4.04"/>	<input type="text" value="1.00"/>	<input type="text" value="3.04"/>	<input type="text" value="0.68"/>	<input type="text"/>	<input type="text" value="4.72"/>

Support						
Development	1.81		1.81	0.77		2.58
Auction	2.62	2.25	0.37	0.06		2.68
Underwriting	1.07		1.07	0.27		1.34
Programming	0.60	0.60			0.49	1.09
Production	3.08	1.41	1.67	1.04	1.65	5.77
CD&D	5.94	3.62	2.32	1.24	2.03	9.21
Educational Services and Community Engagement	0.38		0.38	0.10		0.48
Customer/Relationship Management	0.64		0.64	0.69		1.33
Other Activities & Services						
Total Station FTEs	20.18	8.88	11.30	4.85	4.17	29.20

13.2 Combined Personnel Expenses for Joint Licensees (Can be Generated from the FTE Workbook)

Jump to question: 13.2

	TV Totals (Pre-filled: Should equal Sum of TV Only and TV Allocated Cells)	TV Only (100% Dedicated)	Joint TV and Radio: Amount Allocated to TV	Joint TV and Radio: Amount Allocated to Radio	Radio Only (100% Dedicated)	Total
Corporate Management & Support	\$ 265,438	\$ 105,281	\$ 160,157	\$ 33,183	\$ 0	\$ 298,621
Development	\$ 86,957	\$ 0	\$ 86,957	\$ 33,066	\$ 0	\$ 120,023
Auction	\$ 115,319	\$ 96,632	\$ 18,687	\$ 3,176	\$ 0	\$ 118,495
Underwriting	\$ 64,171	\$ 0	\$ 64,171	\$ 16,042	\$ 0	\$ 80,213
Programming	\$ 48,973	\$ 48,973	\$ 0	\$ 0	\$ 27,417	\$ 76,390
Production	\$ 131,667	\$ 68,013	\$ 63,654	\$ 54,837	\$ 79,319	\$ 265,823
CD&D	\$ 247,147	\$ 110,533	\$ 136,614	\$ 60,478	\$ 92,877	\$ 400,502
Educational Services and Community Engagement	\$ 20,153	\$ 0	\$ 20,153	\$ 5,038	\$ 0	\$ 25,191
Customer/Relationship Management	\$ 31,352	\$ 0	\$ 31,352	\$ 31,830	\$ 0	\$ 63,182
Other Activities & Services	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
Total Station Personnel Expenses	\$ 1,011,177	\$ 429,432	\$ 581,745	\$ 237,650	\$ 199,613	\$ 1,448,440

13.3 Total Combined Joint Licensee Station (Revenue and Expenses)

Jump to question: 13.3

	TV Totals (Pre-filled:)	TV Only (100% Dedicated)	Joint TV and Radio: Amount Allocated	Joint TV and Radio: Amount Allocated	Radio Only (100% Dedicated)	Total
--	-------------------------	--------------------------	--------------------------------------	--------------------------------------	-----------------------------	-------

	Should equal Sum of TV Only and TV Allocated Cells)					
			to TV	to Radio		
Revenue	\$ 2,387,674	\$ 2,387,674	\$	\$	\$ 464,439	\$ 2,852,113
Direct Expenses	\$ 1,154,641	\$ 1,154,641	\$	\$	\$ 162,774	\$ 1,317,415
In-Kind Expenses	\$ 79,434	\$ 79,434	\$	\$	\$ 4,386	\$ 83,820
Indirect Expenses	\$ 0	\$ 0	\$	\$	\$	\$ 0
Total Station Personnel Expenses	\$ 1,011,177	\$ 429,432	\$ 581,745	\$ 237,650	\$ 199,613	\$ 1,448,440
Depreciation	\$ 253,811	\$ 253,811	\$	\$	\$ 11,044	\$ 264,855
Total Station Expenses (Including Depreciation)	\$ 2,499,063	\$ 1,917,318	\$ 581,745	\$ 237,650	\$ 377,817	\$ 3,114,530

Comments

Question Comment