

Grantee Information

ID

1874

Grantee Name

KUHT-TV

City

Houston

State

TX

Licensee Type

University

1.1 Statement of Financial Position (Balance Sheet)

Jump to question: 1.1

End of Previous FY

End of Current FY

Assets

Cash and Cash Equivalents

\$ 0

\$ 0

All Other Current Assets

\$ 334,194

\$ 644,520

All Non-Current Assets

\$ 3,538,076

\$ 3,369,100

Total Assets

\$ 3,872,270

\$ 4,013,620

Liabilities

All Other Current Liabilities

\$ 5,076,408

\$ 5,386,952

Pensions and Other Postemployment Benefits (Non Current)

\$ 99,298

\$ 92,898

Total Liabilities

\$ 5,175,706

\$ 5,479,850

Net Assets

Invested in Capital Assets (Net of Related Debt)

\$ 2,604,847

\$ 2,508,765

Restricted Net Assets

\$ 486,603

\$ 558,225

Unrestricted Net Assets

\$ -4,394,886

\$ -4,533,220

Total Net Assets

\$ -1,303,436

\$ -1,466,230

Balance Formula ((TA+TDOR) - (TL+TNA+TDIR))

\$

\$ 0

1.1 Statement of Financial Position (Balance Sheet)

Jump to question: 1.1

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 Combined Entity

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

FY 2017 Current Assets increased as a result of an increase in Current Pledges Receivables and Current Receivables unrelated to Underwriting Revenues.

Current Year-End: All Non-Current Assets

Total non-current assets x 50% for TV.

Current Year-End: All Current Liabilities

This includes the current portion of the KUHT server and the current portion of the HPM chiller.

Current Year-End: All Non-Current Liabilities

This number includes the non-current portion of the HPM chiller note payable.

Current Year-End: Total Net Assets

FY 2017 Current Assets increased as a result of an increase in Current Pledges Receivables and Current Receivables unrelated to Underwriting Revenues

Previous Year-End: All Other Current Assets

Total other current assets x 50% for TV.

Previous Year-End: All Non-Current Assets

Total non-current assets x 50% for TV.

Previous Year-End: Total Assets

We disposed of some capital assets to try to adjust for the market.

Previous Year-End: All Current Liabilities

This includes the current portion of the KUHT server and the current portion of the HPM chiller.

Previous Year-End: All Non-Current Liabilities

This number includes the non-current portion of the HPM chiller note payable.

Question	Comment
Previous Year-End: Total Liabilities	As we decreased our assets we also decreased our debt that was connected to those capital assets.
Previous Year-End: Unrestricted Net Assets	34.7425% of unrestricted assets
Previous Year-End: Total Net Assets	The change in capital assets resulted in change in our net assets as well.

2.1 Total Station Revenue		Jump to question: 2.1
		Total (\$)
Passive Revenue		
Royalties	\$	12,380
Copyright Tribunal Distributions	\$	0
Gains on Sale of Assets - Property and Equipment	\$	0
Interest and Dividends: Non-Endowment	\$	361
Interest and Dividends: Endowment	\$	0
Realized Gains (Losses) on Marketable Securities Transactions: Non-Endowment	\$	0
Realized Gains (Losses) on Marketable Securities Transactions: Endowment	\$	0
Unrealized Gains (Losses) on Marketable Securities Transactions: Non-Endowment	\$	0
Unrealized Gains (Losses) on Marketable Securities Transactions: Endowment	\$	55,243
Total Passive Revenue	\$	67,984
Non-Passive Revenue		
CPB CSG	\$	1,407,424
Membership (Contributions < \$1,000)	\$	4,271,993
Major Giving (Contributions >= \$1,000)	\$	1,239,429
Planned Giving (Realized)	\$	653,222
Capital	\$	
Endowment	\$	0
Grant Solicitation (Competitive)	\$	
Production Underwriting	\$	0
Spot/Run of Schedule Underwriting	\$	671,504
All Other Underwriting	\$	0
Contract Production & Services	\$	
Content Distribution Activities	\$	0
Program Guide	\$	
Auction	\$	0
Subsidiaries	\$	
State Government Appropriation (Unrestricted)	\$	0
All Other	\$	2,799,078
Total Non-Passive Revenue	\$	11,042,650
Total Station Revenue	\$	11,110,634

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	\$	\$ 0	\$	\$	\$	\$ 0
CPB	\$	-----	\$	\$	\$ 1,407,424	\$ 1,407,424

PBS	\$	-----	\$	\$	\$	\$ 0
NPR	\$	-----	\$	\$	\$	\$ 0
Public Broadcasting Stations	\$	-----	\$	\$	\$	\$ 0
Individuals	\$	-----	\$	\$	\$ 6,164,643	\$ 6,164,643
Businesses (For Profit Entities)	\$	-----	\$	\$	\$ 476,768	\$ 476,768
Foundations (Not For Profit Entities)	\$	-----	\$	\$	\$ 26,860	\$ 26,860
State and State Supported Colleges and Universities	\$		\$ 2,799,078	\$	\$ 75,544	\$ 2,874,622
Private Colleges and Universities	\$		\$	\$	\$ 92,332	\$ 92,332
All Other Sources	\$	-----	\$ 0	\$ 55,243	\$ 12,742	\$ 67,985
Total Station Revenue	\$	0	\$ 2,799,078	\$ 0	\$ 55,243	\$ 8,256,313
						\$ 11,110,634

Comments

Question	Comment
All Other	UH indirect Support= 2,779,078
Unrealized Gains (Losses) on Marketable Securities Transactions: Endowment	HPM experienced a significant unrealized gain OF \$55,243 on its endowment balance during 2017. The unrealized gain was only \$10,673 during 2016.
Total Passive Revenue	HPM experienced a significant unrealized gain OF \$55,243 on its endowment balance during 2017. The unrealized gain was only \$10,673 during 2016.
All Other Revenue from: All Other Sources	12,380 of rental income passive plus 361 of interest dividends.
All Other Revenue from: Businesses	Underwriting services stemming from for profit entities increased.
All Other Revenue from: Foundations	As we focused more on for profit entities due to hurricane Harvey-Phillip Mc.
Endowment Revenue from: All Other Sources	overall gain in the endowment helped this portion.

3.1 Station Expenses (Excluding Depreciation)

Jump to question: 3.1

	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)	1.00	\$ 209,695	\$ 0	\$ 37,681	-----	\$ 247,376
Finance and HR	3.25	\$ 166,660	\$ 0	\$ 51,512	-----	\$ 218,172
Administrative Support	1.50	\$ 64,790	\$ 0	\$ 20,678	-----	\$ 85,468
Total Corporate Management & Support	5.75	\$ 441,145	\$ 0	\$ 109,871	\$ 4,911,778	\$ 5,462,794
Development						
Membership - Pledge/On-Air	0.35	\$ 23,672	\$ 0	\$ 6,435	\$ 0	\$ 30,107
Membership - Direct Mail	0.50	\$ 25,650	\$ 0	\$ 7,642	\$	\$ 33,292
Membership - Telemarketing	0.50	\$ 26,040	\$ 0	\$ 9,650	\$	\$ 35,690
Membership - Web/Online Fundraising	0.50	\$ 24,252	\$ 0	\$ 7,438	\$	\$ 31,690
Membership - All Other	4.21	\$ 218,183	\$ 0	\$ 66,541	\$ 706,872	\$ 991,596
Major Giving	1.52	\$ 111,988	\$ 0	\$ 31,856	\$ 0	\$ 143,844
Planned Giving	0.10	\$ 8,220	\$ 0	\$ 2,630	\$	\$ 10,850

Capital Campaigns		\$ 0	\$ 0	\$ 0	\$	\$ 0
Endowment Campaigns		\$ 0	\$ 0	\$ 0	\$	\$ 0
Grant Solicitation (Competitive)		\$ 0	\$ 0	\$ 0	\$	\$ 0
Total Development	7.68	\$ 438,005	\$ 0	\$ 132,192	\$ 706,872	\$ 1,277,069
Auction						
Auction		\$ 0	\$ 0	\$ 0	\$ 0	\$
Underwriting						
National Production Underwriting	0	\$ 0	\$ 0	\$ 0	-----	\$ 0
Local Production Underwriting	0	\$ 0	\$ 0	\$ 0	-----	\$ 0
Spot/Run of Schedule Underwriting	0	\$ 0	\$ 0	\$ 0	-----	\$ 0
Educational Services Underwriting	0	\$ 0	\$ 0	\$ 0	-----	\$ 0
Community Engagement Underwriting	0	\$ 0	\$ 0	\$ 0	-----	\$ 0
Special Event & Other Underwriting	0.50	\$ 42,384	\$ 0	\$ 10,228	-----	\$ 52,612
Total Underwriting	0.50	\$ 42,384	\$ 0	\$ 10,228	\$ 436,862	\$ 489,474
Programming						
Program Acquisition	0.05	\$ 4,064	\$ 0	\$ 996	\$ 2,224,508	\$ 2,229,568
Program Scheduling	0.05	\$ 4,064	\$ 0	\$ 996	\$ 0	\$ 5,060
Total Programming	0.10	\$ 8,128	\$ 0	\$ 1,992	\$ 2,224,508	\$ 2,234,628
Production						
National Broadcast Production	0	\$ 0	\$ 0	\$ 0	\$ 0	\$
Local Broadcast Production	4.20	\$ 269,384	\$ 0	\$ 70,524	\$ 5,000	\$ 344,908
Contract Production & Services		\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
Non Broadcast Production (including Fixed Point to Point, Web, etc.)	0.05	\$ 4,064	\$ 0	\$ 996	\$ 0	\$ 5,060
Total Production	4.25	\$ 273,448	\$ 0	\$ 71,520	\$ 5,000	\$ 349,968
Content Distribution & Delivery (CD&D)						
Transmission/Distribution	0.93	\$ 94,770	\$ 0	\$ 24,745	-----	\$ 119,515
Operations (Master Control)	4.11	\$ 201,981	\$ 0	\$ 54,782	-----	\$ 256,763
Technical Maintenance	0.90	\$ 86,023	\$ 0	\$ 23,215	-----	\$ 109,238
Production Support	11.14	\$ 407,126	\$ 0	\$ 111,289	-----	\$ 518,415
Information Technology	2.39	\$ 136,526	\$ 0	\$ 42,241	-----	\$ 178,767
Total CD&D	19.47	\$ 926,426	\$ 0	\$ 256,272	\$ 209,643	\$ 1,392,341
Educational Services and Community Engagement						
Educational Services	2.00	\$ 194,697	\$ 0	\$ 44,625	\$ 0	\$ 239,322
Community Engagement	0.05	\$ 4,064	\$ 0	\$ 996	\$ 0	\$ 5,060
Total Educational Services and Community Engagement	2.05	\$ 198,761	\$ 0	\$ 45,621	\$	\$ 244,382
Marketing/ CRM						
Marketing, PR & Communications	0.93	\$ 61,646	\$ 0	\$ 16,258	\$	\$ 77,904
Program Guide		\$ 0	\$ 0	\$ 0	\$	\$ 0
Viewer & Member Services		\$ 0	\$ 0	\$ 0	\$	\$ 0
Special Events	0.63	\$ 30,296	\$ 0	\$ 9,245	\$ 0	\$ 39,541

Total Customer/Relationship Management	1.56	\$ 91,942	\$ 0	\$ 25,503	\$ 0	\$ 117,445
Other Activities & Services						
Other Activities & Services	4.08	\$ 233,293	\$ 0	\$ 65,565	\$	\$ 298,858
Total Station Expenses (Excluding Depreciation)	45.44	\$ 2,653,532	\$ 0	\$ 718,764	\$ 8,494,663	\$ 11,866,959

3.2 Other Activities & ServicesJump to question: **3.2** ▾

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

The station's FTE for Other Activities & Services is made up of all the employees that are classified as temporary staff members. These employees benefit both stations evenly.

3.3 Student/Intern Personnel (Detailed Break-out from station FTEs)Jump to question: **3.3** ▾

	Full Time Equivalents (FTEs)
Corporate Management & Support	
Development	
Auction	
Underwriting	
Programming	
Production	
CD&D	
Educational Services	
Community Engagement	
Customer/Relationship Management	
Other Activities & Services	
Total Student/Intern FTEs	

3.4 In-Kind Expense DetailJump to question: **3.4** ▾

	In-Kind Expenses \$
Corporate Management & Support	\$
Development	\$
Auction	\$
Underwriting	\$
Programming	\$
Production	\$
CD&D	\$
Educational Services	\$
Community Engagement	\$
Customer/Relationship Management	\$
Other Activities & Services	\$
Total Station In-Kind Expenses	\$ 0

3.5 Indirect Support Expense DetailJump to question: **3.5** ▾

	Indirect Expenses \$
Indirect Support - Occupancy	\$ 232,310
Indirect Support - Analog Transmitter Power	\$ 0
Indirect Support - Digital Transmitter Power	\$ 0
Indirect Support - All Other Expenses	\$ 2,566,768
Total Station Indirect Support	\$ 2,799,078
Total Station In-Kind Plus Indirect (Including Occupancy) Expenses	\$ 2,799,078

3.6 Capital Expenses and Related ItemsJump to question: **3.6** ▾

	Capital Expenses (\$)	Depreciation/ Amortization (\$)	(\$) Funded Depreciation
Land and Buildings	\$ 0	\$ 0	\$ 0
Administrative and General Office Equipment	\$ 0	\$ 0	\$ 0
Production Equipment	\$ 587,199	\$ 848,196	\$ 0
CD&D and IT Equipment	\$ 0	\$ 0	\$ 0
Production Content (Capitalization and Amortization of Shows/Content)	\$ 0	\$ 0	\$ 0
Other Capital Expenditures	\$ 0	\$ 0	\$ 0
Total	\$ 587,199	\$ 848,196	\$ 0
Total Station Expenses (Including Depreciation)	-----	\$ 12,715,155	-----

Comments

Question	Comment
Benefits & Accruals: Total Station	During year, a reduction in staff resulted in a decrease in Benefits & Accruals expenses.
Salary: Educational Services	HPM'S essential personnel increased in this area resulting in the 2017 an increase in expenses.
Salary: Community Outreach	HPM had a significant decrease in essential personnel in this area resulting in a 2017 decrease in total Operation Expenses.
Total Operating Expenses: Total Customer/Relationship Management	The number of essential personnel for this area increased in 2017. This resulted in an increase in total Operational Expenses.
Total Operating Expenses: Other Activities & Services	The station's FTE for Other Activities & Services is made up of all the employees that are classified as temporary staff members. These employees benefit both stations evenly.
Total Operating Expenses: Total Production	HPM had a 68.5% decrease in essential personnel in this area, resulting in 2017 reporting of \$349,968.00.
Total Operating Expenses: Total Development	As we outsourced a major part of our membership department we increased the direct costs - josh Adams

4.1 Corporate Management & Support Expense DetailJump to question: **4.1** ▾

	Direct, Indirect & In-Kind Expenses (\$)
Do Not Allocate These Expenses to Other Functional Areas	
Rent/Lease/Mortgage (excluding tower lease payments)	\$ 34,348
Telecommunications and Utilities (excluding Transmitter Power)	\$ 252,108
Consulting, Contracted & Outsourced Personnel and Services Fees	\$ 48,795
Legal Fees	\$ 7,084
Accounting/Payroll Fees	\$ 90,534
Governance and Advisory Board Expenses	\$ 0
Insurance - Property, Liability & Other Corporate (Non-Employee Benefits)	\$ 15,328
Facilities Maintenance	\$ 254,654
Professional Development/Training (For All Staff)	\$
Indirect Support including Occupancy (Excluding Indirect Transmitter Power)	\$ 2,799,078
Interest Expense	\$ 0
All Other Corporate Management & Support	\$ 1,409,849
Total Corporate Management & Support	\$ 4,911,778

4.2 Station VolunteersJump to question: **4.2** ▾

of Volunteer event days
Report the total number of volunteer event days that benefited your station during the fiscal year?
7.00

Comments

Question	Comment
Report the total number of volunteer event days that benefited your station during the fiscal year?	This number was provided by Phillip Mcmillan

5.1 Membership Revenue (<\$1,000)Jump to question: **5.1** ▾

	New (\$)	Renewal (\$)	Re-join (\$)	Add-Gift (\$)	Total
Pledge/On Air	\$ 260,021	\$ 553,959	\$ 414,636	\$ 454,806	\$ 1,683,422

Direct Mail	\$ 176,762	\$ 351,724	\$ 268,794	\$ 292,705	\$ 1,089,985
Telemarketing	\$ 18,573	\$ 39,568	\$ 29,617	\$ 32,486	\$ 120,244
Web/Online	\$ 121,043	\$ 233,019	\$ 179,944	\$ 195,247	\$ 729,253
Other Membership Programs	\$ 108,661	\$ 206,640	\$ 160,199	\$ 173,589	\$ 649,089
Total	\$ 685,060	\$ 1,384,910	\$ 1,053,190	\$ 1,148,833	\$ 4,271,993

5.2 Membership - # of Donors (<\$1,000)Jump to question: **5.2** ▼

	New (#)	Renewal (#)	Re-join (#)	Total	Add-Gift ((#))
Pledge/On Air	2,780	6,539	4,163	13,482	4,337
Direct Mail	3,025	4,448	3,068	10,541	2,581
Telemarketing	199	369	200	768	310
Web/Online	1,939	2,370	1,125	5,434	1,652
Other Membership Programs	2,299	3,094	2,302	7,695	1,446
Total	10,242	16,820	10,858	37,920	10,326

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	37,920	48,246	\$ 4,271,993
\$1,000 to \$9,999	734	1,726	\$ 692,978
\$10,000 and above	24	24	\$ 546,451
Total	38,678	49,996	\$ 5,511,422

5.4 Gift Type DetailJump to question: **5.4** ▼

	Total
Matching Gifts (\$ Amount)	\$ 176,218
Sustainer Gifts (# of Donors)	17,351

5.5 Planned Giving Revenue DetailJump to question: **5.5** ▼

	Realized in FY (#)	Realized in FY (\$)
Total amount of Planned Giving	8	\$ 653,222
Total	8	\$ 653,222

5.6 Endowment Fund DetailJump to question: **5.6** ▼

	Endowment Fund (\$)
Value of Fund at start of Fiscal Year?	\$ 502,983
New Endowment Contributions	\$ 0
Realized Investment Gains	\$ 0
Unrealized Investment Gains (Losses)	\$ 55,243
Discretionary spending from the Endowment Fund	\$ 0
Discretionary additions to the Endowment Fund	\$ 0
Value of Fund at end of Fiscal Year?	\$ 558,226
Value of pledged gifts not yet received?	\$ 0

5.7 Development ExpensesJump to question: **5.7** ▼

	Direct & In-Kind Expenses (\$)
Premiums' Total	\$ 515,637
Consulting, Contracted & Outsourced Personnel and Services Fees	\$ 191,235
Other Expenses	\$ 0
Total	\$ 706,872

5.8 Pledge Appeal MinutesJump to question: **5.8** ▼

	# of Minutes

Live	518.00
Virtuals/Pledge Events	18,523.00
Pre-Taped Local Breaks	294.00
Air-Checks	3,645.00
Total	22,980.00
# of total Pledge Appeal Minutes between 11PM and 6AM?	5,368.00

Comments

Question	Comment
Total Membership Donors(#)	These are the numbers submitted by Phillip Mcmillan director of development.
Matching Gifts (\$ Amount)	The amount of employee matching gifts declined during FY 2017.
Sustainer Gifts (# of Donors)	These are the numbers submitted by Phillip Mcmillan director of development.

6.1 Underwriting Revenue DetailJump to question: **6.1** ▼

	Revenue (\$)
National Production Underwriting	\$ 0
Local Production Underwriting	\$ 0
Spot/Run of Schedule Underwriting	\$ 671,504
Educational Services Underwriting	\$ 0
Community Engagement Underwriting	\$ 0
Special Events/Other Underwriting	\$ 0
Total	\$ 671,504

6.2 Production Underwriter Detail (National and Local Production Underwriting)Jump to question: **6.2** ▼

	Total # of Underwriters	Revenue (\$)
Individuals		\$ 0
Businesses (For Profit Entities)	0	\$ 0
Foundations (Not For Profit Entities)		\$ 0
Government (Federal, State and Local and Other Gov't)		\$ 0
All Other (CPB, PBS, NPR, Other Public Broadcasting Stations & Entities, Colleges & Universities, and All Other)		\$ 0
Total	0	\$ 0

6.3 Spot/Run of Schedule Underwriter DetailJump to question: **6.3** ▼

	Total # of Underwriters	Revenue (\$)
Individuals		\$ 0
Businesses (For Profit Entities)	23	\$ 476,768
Foundations (Not For Profit Entities)	23	\$ 12,536
Government (Federal, State and Local and Other Gov't)	2	\$ 14,324
All Other (CPB, PBS, NPR, Other Public Broadcasting Stations & Entities, Colleges & Universities, and All Other)	5	\$ 167,876
Total	53	\$ 671,504

6.4 Underwriting Detail - ExpensesJump to question: **6.4** ▼

	Direct & In-Kind Expenses (\$)
Consulting, Contracted & Outsourced Personnel and Services Fees	\$ 436,862
Other Expenses	\$ 0
Total	\$ 436,862

6.5 Spot/Run of Schedule Underwriting Contracts & Renewal RateJump to question: **6.5** ▼

	Amount
Total Number of separate underwriting contracts during the fiscal year (Generated Revenue in Question 6.3)?	96
Underwriter Renewal Rate? (%)	85.00

Comments

Question	Comment
Underwriting Expenses: Consulting/Contracted & Outsourced Employee Expenses	Market Eng. portion for TV.
Total Number of separate underwriting contracts during the fiscal year (Generated Revenue in Question 33)?	This number provided by Phillip Mc-director of underwriting.
Underwriter Renewal Rate? (%)	This number provided by Phillip Mc-director of underwriting.

7.1 Auction Detail - Revenue		Jump to question: 7.1 ▼
Gross Realized Revenue (\$)		
Auction Total	\$	0
Total	\$	0

7.2 Auction Detail - Expenses		Jump to question: 7.2 ▼
Direct & In-Kind Expenses (\$)		
Cost of purchased items to auction	\$	0
Consulting, Contracted & Outsourced Personnel and Services Fees	\$	0
Other Expenses	\$	0
Total	\$	0

7.3 Number of Auctions		Jump to question: 7.3 ▼
	Number of Auctions	Number of Auction Days per Year
TV broadcast auction (may include an online component)		0
Online only auction		0
Total	0	0

Comments

Question	Comment
No Comments for this section	

8.1 Program Acquisition Expenses		Jump to question: 8.1 ▼	
	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	-----	5,057.00	6,402.00
PBS Programs - PFP	-----	357.00	227.00
PBS Programs - PBS Plus & Other	-----	550.00	1,470.00
PBS Programs - Total	\$ 2,032,827	5,964.00	8,099.00
NETA	\$ 300	391.00	1,260.00
BBC	\$ 34,595	381.00	226.00
APT	\$ 113,403	829.00	3,290.00
Movie Packages (Other Distributors)	\$ 0		
All Other Program Acquisitions (Other Distributors)	\$ 43,383	578.00	3,259.00
Local Productions	-----	70.00	49.00
Total	\$ 2,224,508	8,213.00	16,183.00

8.2 Program Acquisition & Scheduling Expenses		Jump to question: 8.2 ▼
Direct & In-Kind Expenses (\$)		
Program Acquisitions	\$	2,224,508
Consulting, Contracted & Outsourced Personnel and Services Fees	\$	0
Other Expenses	\$	0
Total	\$	2,224,508

8.3 PBS Program Differentiation		Jump to question: 8.3 ▼
Are you a PBS PDP Station? No		

8.4 Ratings Data and Market Data		Jump to question: 8.4 ▼
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2016	
Total Area Population Households (#)	2,508,000
Estimated Total Commercial TV Ad Revenue (\$)	555,600,000

Comments

Question	Comment
Nielsen Prime-Time Average Quarter Hour Households	NielsonDataPrepopulated 44025
Nielsen Full Day Average Cumulative Households: Weekly (#)	NielsonDataPrepopulated 44030
Nielsen Quarter Hour Average Cumulative Households: Daily (#)	NielsonDataPrepopulated 44035
Total Area Population Households (#)	NielsonDataPrepopulated 44045
Estimated Total Commercial TV Ad Revenue (\$)	NielsonDataPrepopulated 44050

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	\$ 0	\$ 5,000	\$ 0
Other Expenses	\$ 0	\$ 0	\$ 0
Total Production Services Expenses	\$ 0	\$ 5,000	\$ 0

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			
Informational call-in broadcast			
News			
Public Affairs		30.00	
Arts and Culture		30.00	
Sports Programming			
Pledge Programs, Pledge Breaks & Auction		24.00	
Educational		8.00	
All Other Productions			
Total Number of Hours		92.00	
Total Hours using Closed-Captioning		90.00	
Total Hours using the SAP Channel		90.00	

Comments

Question	Comment
Local Broadcast Production Expenses: Contracted Services, Personnel and Equipment Rental	We went from producing 3 local shows to only one which is red white and blue. this the only show in which we incur expenses. Though none of these expenses are contracted personnel or serv. or equipment rental. -Josh Adams.
Total # of Local Production Hours: Public Affairs	as per josh adams
Total # of Local Production Hours: Arts and Culture	as per josh adams
Total # of Local Production Hours: Pledge Programs, Pledge Breaks & Auction	as per josh adams
Total # of Local Production Hours using Closed-Captioning	as per josh adams
Total # of Local Production Hours using the SAP Channel	as per josh adams
Total # of Local Production Hours: Educational	as per josh adams

10.1 Revenue Generated by Content Distribution & Delivery ActivitiesJump to question: **10.1** ▾

	Revenue (\$)
Tower Lease	\$
ITFS/Alternative Transmission Services	\$

Uplink/Teleconferencing Services	\$	
Facility/Equipment Rental	\$	
Datacasting	\$	
Network/Internet Connectivity	\$	
Other Revenue Generated by CD&D (Do not include contributions or grants restricted to CD&D)	\$	
Total	\$	0

10.2 Content Distribution & Delivery ExpensesJump to question: **10.2** ▾

	Direct, Indirect & In-Kind Expenses (\$)
Consulting, Contracted & Outsourced Personnel and Services Fees (excluding Technical Support)	\$
CD&D and IT Equipment, Replacement Parts and Software (Non-Capital)	\$
Technical, Software and Hardware Support (All CD&D and IT Maintenance Agreements and Support Costs)	\$
STL Fees	\$
Tower Rent/Lease/Mortgage	\$ 209,643
ITFS/Alternative Transmission Services	\$ 0
Uplink/Teleconferencing Services	\$
Datacasting	\$
Network/Internet Connectivity	\$
Digital Transmitter Power (Direct Expense)	\$ 0
Analog Transmitter Power (Direct Expense)	\$
Indirect Support-Transmitter Power	\$ 0
Interconnection Expenses	\$
Other Expenses	\$
Total	\$ 209,643

10.3 Broadcast CapacityJump to question: **10.3** ▾

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

10.4 Master Control FacilitiesJump 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	-----	24

10.5 DTV ExpendituresJump to question: **10.5** ▾

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

10.6 DTV Expenditures - CumulativeJump to question: **10.6** ▾

Amount (\$)	
How much has your station spent on DTV Conversion beginning in 1996 through the most recent fiscal year?	\$ 8,301,157
How much does your station plan to spend to complete the digital conversion?	\$ 0

Comments

Question	Comment
CD&D Expenses: Analog Transmitter Power (Direct Expense)	this is correct there is no analog expenses as per josh adams.
How much has your station spent on DTV Conversion beginning in 1996 through the most recent fiscal year?	there has been no change from last year.

11.1 Educational Services Revenue Jump to question: [11.1](#)

Revenue (\$)
Federal Grants
State Government Funding
Fee-For-Service or Entrepreneurial Services
Underwriting for Educational Services
Other Revenue Generated by Educational Services
Total

11.2 Educational Services Expenses Jump to question: [11.2](#)

Direct & In-Kind Expenses (\$)
Consulting, Contracted & Outsourced Personnel and Services Fees
Other Expenses
Total

11.3 Educational Content Detail Jump to question: [11.3](#)

Direct & In-Kind Expenses (\$)
Create Local Educational Content for Broadcast
Create Local Educational Content NOT intended for Broadcast (includes Fixed Point to Point, Web, etc.)
Create National Educational Content for Broadcast
Create National Educational Content NOT intended for Broadcast (includes Fixed Point to Point, Web, etc.)
Program Acquisition
Total

11.4 Educational Content Delivery Jump to question: [11.4](#)

	# 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.)
Children's content (PBSKids)	2,764.00	5,115.00	
K-12 Educational resources			
Adult Basic Education-English			
Adult Basic Education - Other than English			
Teacher professional development			
Other	3.00	3.00	6.00
Total	2,767.00	5,118.00	6.00

11.5 Educational Workshops Jump to question: [11.5](#)

	# of Workshops	Total # of Attendees
Ready to Learn		
Other Pre-K Teacher Professional Development/Training		
Other K-12 Teacher Professional Development/Training		
Other Pre-service Teacher Professional Development/Training		

Other College/University Faculty Professional Development/Training		
Other Professional Development/Training		
Total	0	0

Comments

Question	Comment
# of Hours of Educational Programming Aired on All Other Broadcast Channels: PBS Kids M-F	This portion was provided by Connie Hill and Josh Adams. Per Josh Adams, the variance should be attributed to the addition of the PBS Kids 24-7 channel during the year.
# of Hours of Educational Programming Aired on All Other Broadcast Channels: Other	this portion was provided by connie hill and Josh adams
# of Hours of Educational Prgramming Aired on Main Broadcast Channel: Main	this portion was provided by connie hill and Josh adams
# of Hours of Educational Prgramming Aired on Main Broadcast Channel: PBS Kids M-F	this portion was provided by connie hill and Josh adams

12.1 Community Engagement Revenue

Jump to question: 12.1

	Revenue (\$)
Grants (Competitive)	\$ 0
Fee-For-Service or Entrepreneurial	\$ 0
Underwriting of Outreach Events	\$ 0
Other Revenue Generated by Community Engagement	\$ 0
Total	\$ 0

12.2 Community Engagement Expenses

Jump to question: 12.2

	Direct & In-Kind Expenses (\$)
Consulting, Contracted & Outsourced Personnel and Services Fees	\$ 0
Other Expenses	\$ 0
Total	\$ 0

Comments

Question	Comment
No Comments for this section	

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

Jump to question: 13.1

	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	5.75		5.84	5.84		11.68
Development	7.68	0.05	7.63	7.63		15.31
Auction						
Underwriting	0.50		0.50	0.50		1.00
Programming	0.10	0.10				0.10
Production	4.25	3.75	0.50	0.50	32.03	36.78
CD&D	19.47	11.88	7.60	7.60		27.08
Educational Services and Community Engagement	2.05	2.05				2.05
Customer/Relationship Management	1.56	0.05	1.50	1.50		3.05
Other Activities & Services	4.08	1.00	3.08	3.08		7.16
Total Station FTEs	45.44	18.88	26.65	26.65	32.03	104.21

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
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Corporate Management & Support	\$ 551,016	\$ 0	\$ 551,015	\$ 551,015	\$ 0	\$ 1,102,030
Development	\$ 570,197	\$ 5,061	\$ 565,135	\$ 565,135	\$ 0	\$ 1,135,331
Auction	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
Underwriting	\$ 52,612	\$ 0	\$ 52,612	\$ 52,612	\$ 0	\$ 105,224
Programming	\$ 10,120	\$ 10,122	\$ 0	\$ 0	\$ 0	\$ 10,122
Production	\$ 344,968	\$ 303,411	\$ 41,557	\$ 41,557	\$ 2,571,919	\$ 2,958,444
CD&D	\$ 1,182,698	\$ 589,798	\$ 592,901	\$ 592,901	\$ 0	\$ 1,775,600
Educational Services and Community Engagement	\$ 244,382	\$ 244,383	\$ 0	\$ 0	\$ 0	\$ 244,383
Customer/Relationship Management	\$ 117,445	\$ 5,061	\$ 112,385	\$ 112,385	\$ 0	\$ 229,831
Other Activities & Services	\$ 298,858	\$ 70,511	\$ 228,348	\$ 228,348	\$ 0	\$ 527,207
Total Station Personnel Expenses	\$ 3,372,296	\$ 1,228,347	\$ 2,143,953	\$ 2,143,953	\$ 2,571,919	\$ 8,088,172

13.3 Total Combined Joint Licensee Station (Revenue and Expenses)Jump to question: **13.3** ▼

	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
Revenue	\$ 11,110,634	\$	\$	\$	\$	\$ 0
Direct Expenses	\$ 5,695,585	\$	\$	\$	\$	\$ 0
In-Kind Expenses	\$ 0	\$	\$	\$	\$	\$ 0
Indirect Expenses	\$ 2,799,078	\$	\$	\$	\$	\$ 0
Total Station Personnel Expenses	\$ 3,372,296	\$ 1,228,347	\$ 2,143,953	\$ 2,143,953	\$ 2,571,919	\$ 8,088,172
Depreciation	\$ 848,196	\$ 0	\$	\$	\$	\$ 0
Total Station Expenses (Including Depreciation)	\$ 12,715,155	\$ 1,228,347	\$ 2,143,953	\$ 2,143,953	\$ 2,571,919	\$ 8,088,172

Comments

Question	Comment
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