

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

\$ 644,520

\$ 58,137

All Non-Current Assets

\$ 3,369,100

\$ 3,734,821

Total Assets

\$ 4,013,620

\$ 3,792,958

Liabilities

All Other Current Liabilities

\$ 5,386,952

\$ 2,011,627

Pensions and Other Postemployment Benefits (Non Current)

\$ 92,898

\$ 3,182,979

Total Liabilities

\$ 5,479,850

\$ 5,194,606

Net Assets

Invested in Capital Assets (Net of Related Debt)

\$ 2,508,765

\$ 2,414,545

Restricted Net Assets

\$ 558,225

\$ 658,440

Unrestricted Net Assets

\$ -4,533,220

\$ -4,474,633

Total Net Assets

\$ -1,466,230

\$ -1,401,648

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 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 Current Liabilities

Current liabilities decreased primarily because of a reduction to the account receivables balance. This reduced the overall liability to the UH System.

Current Year-End: All Non-Current Liabilities

Non-current liabilities increased during the year due to the implementation of GASB 75. The Net Other Post Employment Benefits Liability was not recognized in the prior year.

Current Year-End: Other Restricted Net Assets

expendable and nonexpendable

Current Year-End: Unrestricted Net Assets

adding unrestricted and restatement amounts

Current Year-End: Total Net Assets

The decrease in the FY18 net assets balance can be attributed to decreases in investments in capital assets and a decrease in the organization's deficit balance.

Previous 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.

Previous Year-End: All Non-Current Assets

Total non-current assets x 50% for TV.

Previous Year-End: All Current Liabilities

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

https://isis.cpb.org/Survey/Printing.aspx?sabssas=0&secnum=1000

1/14

Question	Comment
Previous Year-End: All Non-Current Liabilities	This number includes the non-current portion of the HPM chiller note payable.
Previous 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

2.1 Total Station Revenue		Jump to question: 2.1
		Total (\$)
<b>Passive Revenue</b>		
Royalties	\$	6,543
Copyright Tribunal Distributions	\$	0
Gains on Sale of Assets - Property and Equipment	\$	0
Interest and Dividends: Non-Endowment	\$	0
Interest and Dividends: Endowment	\$	4,038
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	\$	81,056
<b>Total Passive Revenue</b>	\$	91,637
<b>Non-Passive Revenue</b>		
CPB CSG	\$	1,469,821
Membership (Contributions < \$1,000)	\$	3,763,073
Major Giving (Contributions >= \$1,000)	\$	2,949,190
Planned Giving (Realized)	\$	84,641
Capital	\$	0
Endowment	\$	0
Grant Solicitation (Competitive)	\$	0
Production Underwriting	\$	0
Spot/Run of Schedule Underwriting	\$	858,393
All Other Underwriting	\$	66,250
Contract Production & Services	\$	0
Content Distribution Activities	\$	0
Program Guide	\$	0
Auction	\$	0
Subsidiaries	\$	0
State Government Appropriation (Unrestricted)	\$	0
All Other	\$	2,049,668
<b>Total Non-Passive Revenue</b>	\$	11,241,036
<b>Total Station Revenue</b>	\$	11,332,673

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	\$	-----	\$	\$	\$ 1,469,821	\$ 1,469,821
PBS	\$	-----	\$	\$	\$	\$ 0

NPR	\$	-----	\$	\$	\$	\$ 0
Public Broadcasting Stations	\$	-----	\$	\$ 0	\$	\$ 0
Individuals	\$	-----	\$	\$	\$ 6,129,170	\$ 6,129,170
Businesses (For Profit Entities)	\$	-----	\$	\$	\$ 576,503	\$ 576,503
Foundations (Not For Profit Entities)	\$	-----	\$	\$	\$ 601,392	\$ 601,392
State and State Supported Colleges and Universities	\$	\$ 1,922,210	\$ 0	\$	\$ 13,917	\$ 1,936,127
Private Colleges and Universities	\$	\$ 0	\$	\$	\$ 408,108	\$ 408,108
All Other Sources	\$ 0	-----	\$	\$ 85,094	\$ 126,458	\$ 211,552
<b>Total Station Revenue</b>	\$ 0	\$ 1,922,210	\$ 0	\$ 85,094	\$ 9,325,369	\$ 11,332,673

## Comments

Question	Comment
Royalties	H0436- account code 43609 Royalty
Interest and Dividends: Endowment	Income Distribution = \$4,402: Alkek \$2,138 John & Wanda \$1,900
All Other	*Includes General Support \$1,922,210 and we had irregular revenue from Khou after hurricane harvey.
Unrealized Gains (Losses) on Marketable Securities Transactions: Endowment	Of the total Unrealized Gains for KUHF/KUHT: 123,013, \$81,056 was allocated to KUHT.
Total Passive Revenue	The year-end review of endowment activities showed an increase in unrealized gains when compared the prior year's year-end balances.
All Other Revenue from: All Other Sources	The other income's increase stemmed from a new facilities rental contract with a local TV news station.
All Other Revenue from: Businesses	Underwriting revenue from for-profit entities increased during the year. This 2018 number was higher for several reasons: 1. Couple of years ago we added an additional rep to sale PBS Kids Sponsorships, we are seeing more impact this past year with increased schedules. 2.We collaborated with United Way and Conoco Phillips on STEM series for kid programming called Math in a Flash. This sponsorship was \$120,000 for the year. 3.Additionally we had 2 new spelling bee sponsorships which airs on TV 8. The revenue was \$55,000
All Other Revenue from: Foundations	Income received from non-profit underwriting increased during the year.
All Other Revenue from: Private Colleges and Universities	This 2018 number was higher for several reasons: 1.Couple of years ago we added an additional rep to sale PBS Kids Sponsorships, we are seeing more impact this past year with increased schedules. 2.We collaborated with United Way and Conoco Phillips on STEM series for kid programming called Math in a Flash. This sponsorship was \$120,000 for the year. 3.Additionally we had 2 new spelling bee sponsorships which airs on TV 8. The revenue was \$55,000
Total Endowment Revenue	Of the total Unrealized Gains for KUHF/KUHT: 123,013, \$81,056 was allocated to KUHT. The station also had an endowment income distribution of \$4,038.
Indirect Support from: State and State Supported Colleges and Universities	General support, provided by the University of Houston, decreased during the year.
Total Indirect Support	While there were no changes to the annual occupancy value, institutional support decreased in FY18.

## 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

<b>Corporate Management &amp; Support</b>						
General Management (CEO, COO, General Counsel, etc. - Do Not Allocate any time from these individuals)	2.00	\$ 189,730	\$ 0	\$ 38,104	-----	\$ 227,834
Finance and HR	9.90	\$ 402,115	\$ 0	\$ 126,475	-----	\$ 528,590
Administrative Support	4.50	\$ 440,255	\$ 0	\$ 83,713	-----	\$ 523,968
<b>Total Corporate Management &amp; Support</b>	<b>16.40</b>	<b>\$ 1,032,100</b>	<b>\$ 0</b>	<b>\$ 248,292</b>	<b>\$ 2,677,822</b>	<b>\$ 3,958,214</b>
<b>Development</b>						
Membership - Pledge/On-Air		\$ 0	\$ 0	\$ 0	\$ 372,493	\$ 372,493
Membership - Direct Mail	1.00	\$ 701	\$ 0	\$ 1,324	\$ 0	\$ 2,025
Membership - Telemarketing		\$ 0	\$ 0	\$ 0	\$	\$ 0
Membership - Web/Online Fundraising	1.00	\$ 52,622	\$ 0	\$ 14,981	\$ 0	\$ 67,603
Membership - All Other	11.99	\$ 198,812	\$ 0	\$ 58,078	\$ 974,392	\$ 1,231,282
Major Giving	2.80	\$ 83,017	\$ 0	\$ 22,100	\$ 0	\$ 105,117
Planned Giving	2.20	\$ 58,263	\$ 0	\$ 16,163	\$	\$ 74,426
Capital Campaigns		\$ 0	\$ 0	\$ 0	\$	\$ 0
Endowment Campaigns		\$ 0	\$ 0	\$ 0	\$	\$ 0
Grant Solicitation (Competitive)		\$ 0	\$ 0	\$ 0	\$	\$ 0
<b>Total Development</b>	<b>18.99</b>	<b>\$ 393,415</b>	<b>\$ 0</b>	<b>\$ 112,646</b>	<b>\$ 1,346,885</b>	<b>\$ 1,852,946</b>
<b>Auction</b>						
Auction		\$ 0	\$ 0	\$ 0	\$ 0	\$
<b>Underwriting</b>						
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	\$ 18,702	\$ 0	\$ 7,457	-----	\$ 26,159
<b>Total Underwriting</b>	<b>0.50</b>	<b>\$ 18,702</b>	<b>\$ 0</b>	<b>\$ 7,457</b>	<b>\$ 682,160</b>	<b>\$ 708,319</b>
<b>Programming</b>						
Program Acquisition		\$ 0	\$ 0	\$ 0	\$ 2,195,305	\$ 2,195,305
Program Scheduling		\$ 0	\$ 0	\$ 0	\$	\$ 0
<b>Total Programming</b>		<b>\$ 0</b>	<b>\$ 0</b>	<b>\$ 0</b>	<b>\$ 2,195,305</b>	<b>\$ 2,195,305</b>
<b>Production</b>						
National Broadcast Production	1.00	\$ 55,707	\$ 0	\$ 15,486	\$ 0	\$ 71,193
Local Broadcast Production	2.84	\$ 80,933	\$ 0	\$ 23,778	\$ 9,200	\$ 113,911
Contract Production & Services		\$ 0	\$ 0	\$ 0	\$	\$ 0
Non Broadcast Production (including Fixed Point to Point, Web, etc.)	0	\$ 0	\$ 0	\$ 0	\$ 0	\$
<b>Total Production</b>	<b>3.84</b>	<b>\$ 136,640</b>	<b>\$ 0</b>	<b>\$ 39,264</b>	<b>\$ 9,200</b>	<b>\$ 185,104</b>
<b>Content Distribution &amp; Delivery (CD&amp;D)</b>						
Transmission/Distribution	1.00	\$ 91,301	\$ 0	\$ 21,812	-----	\$ 113,113

Operations (Master Control)	6.99	\$ 249,236	\$ 0	\$ 62,895	-----	\$ 312,131
Technical Maintenance	1.25	\$ 91,301	\$ 0	\$ 21,982	-----	\$ 113,283
Production Support	20.22	\$ 878,986	\$ 0	\$ 218,568	-----	\$ 1,097,554
Information Technology	3.25	\$ 77,638	\$ 0	\$ 22,103	-----	\$ 99,741
<b>Total CD&amp;D</b>	<b>32.71</b>	<b>\$ 1,388,462</b>	<b>\$ 0</b>	<b>\$ 347,360</b>	<b>\$ 202,304</b>	<b>\$ 1,938,126</b>
<b>Educational Services and Community Engagement</b>						
Educational Services	2.00	\$ 39,283	\$ 0	\$ 11,114	\$ 0	\$ 50,397
Community Engagement	0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
<b>Total Educational Services and Community Engagement</b>	<b>2.00</b>	<b>\$ 39,283</b>	<b>\$ 0</b>	<b>\$ 11,114</b>	<b>\$ 0</b>	<b>\$ 50,397</b>
<b>Marketing/ CRM</b>						
Marketing, PR & Communications	2.28	\$ 114,591	\$ 0	\$ 28,030	\$ 0	\$ 142,621
Program Guide		\$ 0	\$ 0	\$ 0		\$ 0
Viewer & Member Services		\$ 0	\$ 0	\$ 0		\$ 0
Special Events		\$ 0	\$ 0	\$ 0		\$ 0
<b>Total Customer/Relationship Management</b>	<b>2.28</b>	<b>\$ 114,591</b>	<b>\$ 0</b>	<b>\$ 28,030</b>	<b>\$ 0</b>	<b>\$ 142,621</b>
<b>Other Activities &amp; Services</b>						
Other Activities & Services	20.73	\$ 495,123	\$ 0	\$ 144,318	\$ 0	\$ 639,441
<b>Total Station Expenses (Excluding Depreciation)</b>	<b>97.45</b>	<b>\$ 3,618,316</b>	<b>\$ 0</b>	<b>\$ 938,481</b>	<b>\$ 7,113,676</b>	<b>\$ 11,670,473</b>

3.2 Other Activities & Services

Jump 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	
<b>Total Student/Intern FTEs</b>	

3.4 In-Kind Expense Detail

Jump 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	\$	
<b>Total Station In-Kind Expenses</b>	\$	0

**3.5 Indirect Support Expense Detail**Jump to question: **3.5** ▼

Indirect Expenses \$		
Indirect Support - Occupancy	\$	232,310
Indirect Support-Transmitter Power	\$	0
Indirect Support - All Other Expenses	\$	1,689,900
<b>Total Station Indirect Support</b>	\$	1,922,210
<b>Total Station In-Kind Plus Indirect (Including Occupancy) Expenses</b>	\$	1,922,210

**3.6 Capital Expenses and Related Items**Jump to question: **3.6** ▼

	Capital Expenses (\$)	Depreciation/ Amortization (\$)	(\$ ) Funded Depreciation
Land and Buildings	\$	\$	\$
Administrative and General Office Equipment	\$	\$	\$
Production Equipment	\$ 345,664	\$ 905,169	\$
CD&D and IT Equipment	\$	\$	\$
Production Content (Capitalization and Amortization of Shows/Content)	\$	\$	\$
Other Capital Expenditures	\$	\$ 0	\$
<b>Total</b>	\$ 345,664	\$ 905,169	\$ 0
<b>Total Station Expenses (Including Depreciation)</b>	-----	\$ 12,575,642	-----

## Comments

Question	Comment
Benefits & Accruals: Total Station	During year, a reduction in staff resulted in a decrease in Benefits & Accruals expenses.
Direct, Indirect & In-Kind Expenses: Membership - All Other	5.7 development consulting and other expenses.
Direct, Indirect & In-Kind Expenses: Total Station	Change in reduction due to adjustments to indirect formula by cpb.
FTE's: Total Station	There were several part time and full time turnover and new positions
Salary: Total Station	Indirect support
Total Operating Expenses: Total Corporate Management & Support	The indirect support calculation changed as per cpb guidelines
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 CD&D	The variance can be attributed to an increase in FTE's that stemmed from the consolidation of the Member Services and Corporate Development teams. This caused total salaries and benefits for the Development program to increase.
Total Operating Expenses: Total Educational Services and Community Outreach	one of the personnel retired.
Total Operating Expenses: Total Production	HPM had a decrease in essential personnel in this area.This caused an overall decrease in total Production expenses.
Total Operating Expenses: Total Underwriting	The Underwriting program experienced a significant increase in Consulting, Contracted & Outsourced Personnel and Service Fees. Numbers were provided by P. McMillan, Director of Corporate Underwriting.
Total Operating Expenses: Total Development	As we outsourced a major part of our membership department we increased the direct costs - josh Adams
Indirect Support - All Other Expenses	Updated to reflect GASB adjustment.

## 4.1 Corporate Management &amp; Support Expense Detail

Jump 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)	\$
Telecommunications and Utilities (excluding Transmitter Power)	\$
Consulting, Contracted & Outsourced Personnel and Services Fees	\$
Legal Fees	\$ 18,531
Accounting/Payroll Fees	\$ 108,078
Governance and Advisory Board Expenses	\$ 0
Insurance - Property, Liability & Other Corporate (Non-Employee Benefits)	\$ 7,778
Facilities Maintenance	\$ 19,534
Professional Development/Training (For All Staff)	\$ 5,752
Indirect Support including Occupancy (Excluding Indirect Transmitter Power)	\$ 1,922,210
Interest Expense	\$ 0
All Other Corporate Management & Support	\$ 595,939
<b>Total Corporate Management &amp; Support</b>	<b>\$ 2,677,822</b>

## Comments

Question	Comment
Total Corporate Management & Support Expenses	Indirect support decreased per cpb.
All Other Corporate Management & Support	All other expenses minus depreciation

## 5.1 Membership Revenue (&lt;\$1,000)

Jump to question: 5.1

	New (\$)	Renewal (\$)	Re-join (\$)	Add-Gift (\$)	Total
Pledge/On Air	\$ 269,748	\$ 169,240	\$ 254,585	\$ 209,193	\$ 902,766
Direct Mail	\$ 7,490	\$ 313,567	\$ 116,186	\$ 158,882	\$ 596,125
Telemarketing	\$ 250	\$ 15,119	\$ 11,239	\$ 11,421	\$ 38,029
Web/Online	\$ 86,006	\$ 143,955	\$ 93,573	\$ 93,168	\$ 416,702
Other Membership Programs	\$ 538,498	\$ 677,837	\$ 353,567	\$ 239,549	\$ 1,809,451
<b>Total</b>	<b>\$ 901,992</b>	<b>\$ 1,319,718</b>	<b>\$ 829,150</b>	<b>\$ 712,213</b>	<b>\$ 3,763,073</b>

## 5.2 Membership - # of Donors (&lt;\$1,000)

Jump to question: 5.2

	New (#)	Renewal (#)	Re-join (#)	Total	Add-Gift ((#))
Pledge/On Air	1,906	1,055	1,651	4,612	1,561
Direct Mail	40	2,901	1,333	4,274	2,464
Telemarketing	2	144	153	299	146
Web/Online	1,232	1,037	877	3,146	958
Other Membership Programs	4,553	3,492	2,237	10,282	1,696
<b>Total</b>	<b>7,733</b>	<b>8,629</b>	<b>6,251</b>	<b>22,613</b>	<b>6,825</b>

## 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	22,613	29,438	\$ 3,763,073
\$1,000 to \$9,999	701	1,319	\$ 1,275,824
\$10,000 and above	31	121	\$ 1,673,366
<b>Total</b>	<b>23,345</b>	<b>30,878</b>	<b>\$ 6,712,263</b>

## 5.4 Gift Type Detail

Jump to question: 5.4

	Total
Matching Gifts (\$ Amount)	\$ 166,542
Sustainer Gifts (# of Donors)	10,698
Sustainer Gifts (\$ Amount)	\$ 1,656,387

## 5.5 Planned Giving Revenue Detail

Jump to question: 5.5

	Realized in FY (#)	Realized in FY (\$)
Total amount of Planned Giving	7	\$ 84,641
<b>Total</b>	7	\$ 84,641

## 5.6 Endowment Fund Detail

Jump to question: 5.6

	Endowment Fund (\$)
Value of Fund at start of Fiscal Year?	\$ 558,226
New Endowment Contributions	\$ 0
Realized Investment Gains	\$ 4,038
Unrealized Investment Gains (Losses)	\$ 81,056
Discretionary spending from the Endowment Fund	\$
Discretionary additions to the Endowment Fund	\$
Value of Fund at end of Fiscal Year?	\$ 643,320
Value of pledged gifts not yet received?	\$

## 5.7 Development Expenses

Jump to question: 5.7

	Direct & In-Kind Expenses (\$)
Premiums' Total	\$ 372,493
Consulting, Contracted & Outsourced Personnel and Services Fees	\$ 561,384
Other Expenses	\$ 413,008
<b>Total</b>	\$ 1,346,885

## Comments

Question	Comment
Total Membership Donors(#)	We have changed our strategy from a transactional model to a philanthropic model. This means we are offering less tickets and promotional items to get donations. Those items have a high overhead due to cost and staff time of managing. Our messaging has moved to "this is why your gift matters" to reach philanthropic supporters. Philanthropic supporters respond well to this message and tend to give larger gifts and continuously. They are not driven by the item they get in return. Due to this change in strategy we have seen a drop in the number of donors giving small gifts. These numbers were submitted by Phillip McMillan, Director of Development.
Number of Donors (#): Total	We have changed our strategy from a transactional model to a philanthropic model. This means we are offering less tickets and promotional items to get donations. Those items have a high overhead due to cost and staff time of managing. Our messaging has moved to "this is why your gift matters" to reach philanthropic supporters. Philanthropic supporters respond well to this message and tend to give larger gifts and continuously. They are not driven by the item they get in return. Due to this change in strategy we have seen a drop in the number of donors giving small gifts. These numbers were submitted by Phillip McMillan, Director of Development.
Sustainer Gifts (# of Donors)	We have changed our strategy from a transactional model to a philanthropic model. This means we are offering less tickets and promotional items to get donations. Those items have a high overhead due to cost and staff time of managing. Our messaging has moved to "this is why your gift matters" to reach philanthropic supporters. Philanthropic supporters respond well to this message and tend to give larger gifts and continuously. They are not driven by the item they get in return. Due to this change in strategy we have seen a drop in the number of donors giving small gifts. These numbers were submitted by Phillip McMillan, Director of Development.

## 6.1 Underwriting Revenue Detail

Jump to question: 6.1

	Revenue (\$)
National Production Underwriting	\$
Local Production Underwriting	\$
Spot/Run of Schedule Underwriting	\$ 858,393
Educational Services Underwriting	\$ 66,250
Community Engagement Underwriting	\$
Special Events/Other Underwriting	\$
<b>Total</b>	\$ 924,643

## 6.2 Production Underwriter Detail (National and Local Production Underwriting)

Jump to question: 6.2

	Total # of Underwriters	Revenue (\$)
Individuals	0	\$ 0
Businesses (For Profit Entities)	0	\$ 0



Foundations (Not For Profit Entities)	0	\$ 0
Government (Federal, State and Local and Other Gov't)	0	\$ 0
All Other (CPB, PBS, NPR, Other Public Broadcasting Stations & Entities, Colleges & Universities, and All Other)	0	\$ 0
<b>Total</b>	0	\$ 0

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

	Total # of Underwriters	Revenue (\$)
Individuals	0	\$ 0
Businesses (For Profit Entities)	28	\$ 316,855
Foundations (Not For Profit Entities)	19	\$ 318,225
Government (Federal, State and Local and Other Gov't)	1	\$ 7,364
All Other (CPB, PBS, NPR, Other Public Broadcasting Stations & Entities, Colleges & Universities, and All Other)	10	\$ 215,949
<b>Total</b>	58	\$ 858,393

**6.4 Underwriting Detail - Expenses**Jump to question: **6.4** ▼

	Direct & In-Kind Expenses (\$)
Consulting, Contracted & Outsourced Personnel and Services Fees	\$ 653,925
Other Expenses	\$ 28,235
<b>Total</b>	\$ 682,160

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

	Amount
Total Number of separate underwriting contracts during the fiscal year (Generated Revenue in Question 6.3)?	95
Underwriter Renewal Rate? (%)	

**Comments**

Question	Comment
Total Underwriting Revenue	Number allocated by Phillip Mcmillan
Total Spot/Run of Schedule Underwriting Revenue (\$)	This 2018 number was higher for several reasons: 1.Couple of years ago we added an additional rep to sale PBS Kids Sponsorships, we are seeing more impact this past year with increased schedules. 2.We collaborated with United Way and Conoco Phillips on STEM series for kid programming called Math in a Flash. This sponsorship was \$120,000 for the year. 3.Additionally we had 2 new spelling bee sponsorships which airs on TV 8. The revenue was \$55,000 *This information was provided by the Director of Development, Phillip McMillan.
Underwriting Expenses: Consulting/Contracted & Outsourced Employee Expenses	Market Eng. portion for TV.

**7.1 Auction Detail - Revenue**Jump to question: **7.1** ▼

	Gross Realized Revenue (\$)
Auction Total	\$ 0
<b>Total</b>	\$ 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
<b>Total</b>	\$ 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	0
Online only auction	0	0
<b>Total</b>	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	-----	5,360.00	12,600.00
PBS Programs - PFP	-----	361.00	1,580.00
PBS Programs - PBS Plus & Other	-----	448.00	269.00
PBS Programs - Total	\$ 2,068,525	6,169.00	14,449.00
NETA	\$ 12,565	396.00	2,056.00
BBC	\$ 27,615	325.00	170.00
APT	\$ 86,600	800.00	5,172.00
Movie Packages (Other Distributors)	\$ 0		
All Other Program Acquisitions (Other Distributors)	\$	474.00	1,365.00
Local Productions	-----	65.00	30.00
<b>Total</b>	<b>\$ 2,195,305</b>	<b>8,229.00</b>	<b>23,242.00</b>

8.2 Program Acquisition & Scheduling Expenses		Jump to question: 8.2
	Direct & In-Kind Expenses (\$)	
Program Acquisitions	\$ 2,195,305	
Consulting, Contracted & Outsourced Personnel and Services Fees	\$	
Other Expenses	\$	
<b>Total</b>	<b>\$ 2,195,305</b>	

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
2017		
Total Area Population Households (#)		2,547,000
Estimated Total Commercial TV Ad Revenue (\$)		476,800,000

## Comments

Question	Comment
Nielsen Prime-Time Average Quarter Hour Households	NielsenDataPrepopulated 44025
Nielsen Full Day Average Cumulative Households: Weekly (#)	NielsenDataPrepopulated 44030
Nielsen Quarter Hour 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 (#): Total	PBS Kids 8.3 began on 1/16/17 and World 8.4 began on 11/13/17. When comparing the 2018 fiscal year's activities to that of the prior year, PBS Kids would have had a full year in 2018 vs 8 months in 2017. World 8.4 would have had 10 months in 2017 vs the full year in 2018.

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	\$		\$	9,200	\$	
Other Expenses	\$		\$		\$	
<b>Total Production Services Expenses</b>	\$	0	\$	9,200	\$	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		92.50	
Arts and Culture		97.00	14.50
Sports Programming			
Pledge Programs, Pledge Breaks & Auction			
Educational		4.00	2.00
All Other Productions		12.00	4.50
<b>Total Number of Hours</b>		205.50	21.00
Total Hours using Closed-Captioning			
Total Hours using the SAP Channel			

## Comments

Question	Comment
No Comments for this section	

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

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

**10.2 Content Distribution & Delivery Expenses**Jump 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	\$ 202,304
ITFS/Alternative Transmission Services	\$
Uplink/Teleconferencing Services	\$
Datacasting	\$
Network/Internet Connectivity	\$
Transmitter Power (Direct Expense)	\$
Indirect Support-Transmitter Power	\$ 0
Interconnection Expenses	\$
Other Expenses	\$

<b>Total</b>	\$	202,304
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### 10.3 Broadcast Capacity Jump to question: 10.3

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

### 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	-----	24

#### Comments

Question	Comment
No Comments for this section	

### 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	\$ 66,250
Other Revenue Generated by Educational Services	\$
<b>Total</b>	\$ 66,250

### 11.2 Educational Services Expenses Jump to question: 11.2

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

### 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	\$
<b>Total</b>	\$ 0

### 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

<b>Total</b>	2,767.00	5,118.00	6.00
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**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		
<b>Total</b>	0	0

## Comments

Question	Comment
Total Educational Services Revenue (\$)	underwriting other educational.

**12.1 Community Engagement Revenue**Jump to question: **12.1** ▼

	Revenue (\$)
Grants (Competitive)	\$ 0
Fee-For-Service or Entrepreneurial	\$ 0
Underwriting of Outreach Events	\$
Other Revenue Generated by Community Engagement	\$ 0
<b>Total</b>	\$ 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
<b>Total</b>	\$ 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	16.40					
Development	18.99					
Auction						
Underwriting	0.50					
Programming						
Production	3.84					
CD&D	32.71					
Educational Services and Community Engagement	2.00					
Customer/Relationship Management	2.28					
Other Activities & Services	20.73					
<b>Total Station FTEs</b>	97.45					

**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	\$ 1,280,392	\$	\$	\$	\$	\$ 0
Development	\$ 506,061	\$	\$	\$	\$	\$ 0
Auction	\$ 0	\$	\$	\$	\$	\$ 0
Underwriting	\$ 26,159	\$	\$	\$	\$	\$ 0
Programming	\$ 0	\$	\$	\$	\$	\$ 0
Production	\$ 175,904	\$	\$	\$	\$	\$ 0
CD&D	\$ 1,735,822	\$	\$	\$	\$	\$ 0
Educational Services and Community Engagement	\$ 50,397	\$	\$	\$	\$	\$ 0
Customer/Relationship Management	\$ 142,621	\$	\$	\$	\$	\$ 0
Other Activities & Services	\$ 639,441	\$	\$	\$	\$	\$ 0
<b>Total Station Personnel Expenses</b>	<b>\$ 4,556,797</b>	<b>\$ 0</b>	<b>\$ 0</b>	<b>\$ 0</b>	<b>\$ 0</b>	<b>\$ 0</b>

**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	\$ 11,332,673	\$	\$	\$	\$	\$ 0
Direct Expenses	\$ 5191466.00	\$	\$	\$	\$	\$ 0
In-Kind Expenses	\$ 0	\$	\$	\$	\$	\$ 0
Indirect Expenses	\$ 1,922,210	\$	\$	\$	\$	\$ 0
<b>Total Station Personnel Expenses</b>	<b>\$ 4,556,797</b>	<b>\$ 0</b>	<b>\$ 0</b>	<b>\$ 0</b>	<b>\$ 0</b>	<b>\$ 0</b>
Depreciation	\$ 905,169	\$	\$	\$	\$	\$ 0
<b>Total Station Expenses (Including Depreciation)</b>	<b>\$</b>	<b>\$ 0</b>	<b>\$ 0</b>	<b>\$ 0</b>	<b>\$ 0</b>	<b>\$ 0</b>

## Comments

Question	Comment
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