

Grantee Information

ID	1760
Grantee Name	WILL-TV
City	Urbana
State	IL
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	\$ 8,410,298	\$ 9,913,753
All Other Current Assets	\$ 93,186	\$ 80,694
All Non-Current Assets	\$ 13,029,131	\$ 13,139,334
Total Assets	\$ 21,532,615	\$ 23,133,781
Liabilities		
All Current Liabilities	\$ 947,568	\$ 960,960
All Non-Current Liabilities	\$ 3,187,655	\$ 3,206,030
Total Liabilities	\$ 4,135,223	\$ 4,166,990
Net Assets		
Invested in Capital Assets (Net of Related Debt)	\$ 2,085,614	\$ 1,944,955
Other Restricted Net Assets	\$ 12,358,229	\$ 14,133,826
Unrestricted Net Assets	\$ 2,953,549	\$ 2,888,010
Total Net Assets	\$ 17,397,392	\$ 18,966,791
Balance Formula (TA - (TL+TNA))	\$	\$ 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**

No Comments for this section

2.1 Total Station Revenue

Jump to question: [2.1](#)

	Total (\$)
Passive Revenue	
Royalties	\$ 413
Copyright Tribunal Distributions	\$ 0
Gains on Sale of Assets - Property and Equipment	\$
Interest and Dividends: Non-Endowment	\$ 0
Interest and Dividends: Endowment	\$ 186,850
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	\$ 238,995
Total Passive Revenue	\$ 426,258

Non-Passive Revenue	
CPB CSG	\$ 1,006,042
Membership (Contributions < \$1,000)	\$ 904,564
Major Giving (Contributions >= \$1,000)	\$ 255,702
Planned Giving (Realized)	\$ 0
Capital	\$ 343,750
Endowment	\$ 24,866
Grant Solicitation (Competitive)	\$ 33,998
Production Underwriting	\$ 50,000
Spot/Run of Schedule Underwriting	\$ 82,856
All Other Underwriting	\$ 60,000
Contract Production & Services	\$ 101,656
Content Distribution Activities	\$ 19,937
Program Guide	\$ 0
Auction	\$ 0
Subsidiaries	\$
State Government Appropriation (Unrestricted)	\$ 0
All Other	\$ 2,155,247
Total Non-Passive Revenue	\$ 5,038,618
Total Station Revenue	\$ 5,464,876

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	\$ 0
Local and All Other Government	\$	\$	\$	\$	\$ 13,189	\$ 13,189
CPB	\$	-----	\$	\$	\$ 1,059,222	\$ 1,059,222
PBS	\$	-----	\$	\$	\$	\$ 0
NPR	\$	-----	\$	\$	\$	\$ 0
Public Broadcasting Stations	\$	-----	\$	\$	\$	\$ 0
Individuals	\$	-----	\$ 343,750	\$	\$ 1,288,941	\$ 1,632,691
Businesses (For Profit Entities)	\$ 2,750	-----	\$	\$	\$ 60,025	\$ 62,775
Foundations (Not For Profit Entities)	\$ 298,067	-----	\$	\$	\$ 20,809	\$ 318,876
State and State Supported Colleges and Universities	\$	\$ 700,880	\$	\$	\$ 1,018,864	\$ 1,719,744
Private Colleges and Universities	\$	\$	\$	\$	\$	\$ 0
All Other Sources	\$	-----	\$ 0	\$ 450,711	\$ 207,668	\$ 658,379
Total Station Revenue	\$ 300,817	\$ 700,880	\$ 343,750	\$ 450,711	\$ 3,668,718	\$ 5,464,876

Comments

Question Comment

Question Comment

All Other 700,880=Indirect 300,817.00=Inkind 737,356.86=University 281,507.06=On-Behalf
81,506.07=CH Interest 53,180=CPB all other income

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)	0.55	\$ 108,660	\$ 0	\$ 0	-----	\$ 108,660
Finance and HR	1.10	\$ 72,445	\$ 0	\$ 13,151	-----	\$ 85,596
Administrative Support	1.10	\$ 47,937	\$ 0	\$ 21,056	-----	\$ 68,993
Total Corporate Management & Support	2.75	\$ 229,042	\$ 0	\$ 34,207	\$ 982,685	\$ 1,245,934
Development						
Membership - Pledge/On-Air	0.22	\$ 11,770	\$ 0	\$ 4,438	\$ 0	\$ 16,208
Membership - Direct Mail	0.17	\$ 8,828	\$ 0	\$ 3,328	\$	\$ 12,156
Membership - Telemarketing	0.03	\$ 1,471	\$ 0	\$ 555	\$	\$ 2,026
Membership - Web/Online Fundraising	0.03	\$ 1,471	\$ 0	\$ 555	\$	\$ 2,026
Membership - All Other	2.32	\$ 92,725	\$ 0	\$ 48,008	\$ 380,582	\$ 521,315
Major Giving	0.44	\$ 7,925	\$ 0	\$ 3,373	\$	\$ 11,298
Planned Giving	0.11	\$ 1,981	\$ 0	\$ 843	\$	\$ 2,824
Capital Campaigns		\$ 0	\$ 0	\$ 0	\$	\$ 0
Endowment Campaigns		\$ 0	\$ 0	\$ 0	\$	\$ 0
Grant Solicitation (Competitive)		\$ 0	\$ 0	\$ 0	\$	\$ 0
Total Development	3.32	\$ 126,171	\$ 0	\$ 61,100	\$ 380,582	\$ 567,853
Auction						
Auction		\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
Underwriting						
National Production Underwriting	0	\$ 0	\$ 0	\$ 0	-----	\$ 0
Local Production Underwriting	0.85	\$ 43,404	\$ 0	\$ 14,008	-----	\$ 57,412
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	\$ 0	\$ 0	\$ 0	-----	\$ 0
Total Underwriting	0.85	\$ 43,404	\$ 0	\$ 14,008	\$ 79,000	\$ 136,412
Programming						
Program Acquisition	1.09	\$ 41,804	\$ 0	\$ 32,711	\$ 1,064,967	\$ 1,139,482
Program Scheduling	0.14	\$ 13,748	\$ 0	\$ 9,610	\$	\$ 23,358
Total Programming	1.23	\$ 55,552	\$ 0	\$ 42,321	\$ 1,064,967	\$ 1,162,840
Production						
National Broadcast Production	1.00	\$ 160,146	\$ 0	\$ 51,297	\$ 0	\$ 211,443
Local Broadcast Production	1.00	\$ 79,024	\$ 0	\$ 22,824	\$ 34,300	\$ 136,148
Contract Production & Services		\$ 0	\$ 0	\$ 0	\$ 0	\$ 0

Non Broadcast Production (including Fixed Point to Point, Web, etc.)	<input type="text" value="0"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="117,716"/>	\$ <input type="text" value="117,716"/>
Total Production	<input type="text" value="2.00"/>	\$ <input type="text" value="239,170"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="74,121"/>	\$ <input type="text" value="152,016"/>	\$ <input type="text" value="465,307"/>
Content Distribution & Delivery (CD&D)						
Transmission/Distribution	<input type="text" value="0.83"/>	\$ <input type="text" value="34,458"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="13,833"/>	<input type="text" value="-----"/>	\$ <input type="text" value="48,291"/>
Operations (Master Control)	<input type="text" value="0.58"/>	\$ <input type="text" value="44,708"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="12,319"/>	<input type="text" value="-----"/>	\$ <input type="text" value="57,027"/>
Technical Maintenance	<input type="text" value="1.21"/>	\$ <input type="text" value="67,753"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="27,497"/>	<input type="text" value="-----"/>	\$ <input type="text" value="95,250"/>
Production Support	<input type="text" value="0.83"/>	\$ <input type="text" value="36,317"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="15,123"/>	<input type="text" value="-----"/>	\$ <input type="text" value="51,440"/>
Information Technology	<input type="text" value="0.55"/>	\$ <input type="text" value="4,275"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="386"/>	<input type="text" value="-----"/>	\$ <input type="text" value="4,661"/>
Total CD&D	<input type="text" value="4.00"/>	\$ <input type="text" value="187,511"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="69,158"/>	\$ <input type="text" value="178,751"/>	\$ <input type="text" value="435,420"/>
Educational Services and Community Engagement						
Educational Services	<input type="text" value="0.28"/>	\$ <input type="text" value="10,894"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="102"/>	\$ <input type="text" value="13,600"/>	\$ <input type="text" value="24,596"/>
Community Engagement	<input type="text" value="1.38"/>	\$ <input type="text" value="73,609"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="24,609"/>	\$ <input type="text" value="10,844"/>	\$ <input type="text" value="109,062"/>
Total Educational Services and Community Engagement	<input type="text" value="1.66"/>	\$ <input type="text" value="84,503"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="24,711"/>	\$ <input type="text" value="24,444"/>	\$ <input type="text" value="133,658"/>
Marketing/ CRM						
Marketing, PR & Communications	<input type="text" value="2.20"/>	\$ <input type="text" value="106,092"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="43,455"/>	\$ <input type="text" value="54,997"/>	\$ <input type="text" value="204,544"/>
Program Guide	<input type="text" value="0.14"/>	\$ <input type="text" value="4,850"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="357"/>	\$ <input type="text" value="41,113"/>	\$ <input type="text" value="46,320"/>
Viewer & Member Services	<input type="text" value=""/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value=""/>	\$ <input type="text" value="0"/>
Special Events	<input type="text" value=""/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>
Total Customer/Relationship Management	<input type="text" value="2.34"/>	\$ <input type="text" value="110,942"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="43,812"/>	\$ <input type="text" value="96,110"/>	\$ <input type="text" value="250,864"/>
Other Activities & Services						
Other Activities & Services	<input type="text" value=""/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>
Total Station Expenses (Excluding Depreciation)	<input type="text" value="18.15"/>	\$ <input type="text" value="1,076,295"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="363,438"/>	\$ <input type="text" value="2,958,555"/>	\$ <input type="text" value="4,398,288"/>

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)

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

Jump to question: [3.3](#)

	Full Time Equivalents (FTEs)
Corporate Management & Support	<input type="text" value=""/>
Development	<input type="text" value=""/>
Auction	<input type="text" value=""/>
Underwriting	<input type="text" value=""/>
Programming	<input type="text" value=""/>
Production	<input type="text" value=""/>
CD&D	<input type="text" value=""/>
Educational Services	<input type="text" value=""/>
Community Engagement	<input type="text" value=""/>
Customer/Relationship Management	<input type="text" value=""/>
Other Activities & Services	<input type="text" value=""/>
Total Student/Intern FTEs	<input type="text" value=""/>

3.4 In-Kind Expense Detail

Jump to question: [3.4](#)

Corporate Management & Support	\$ <input type="text"/>
Development	\$ <input type="text" value="223,550"/>
Auction	\$ <input type="text"/>
Underwriting	\$ <input type="text" value="74,517"/>
Programming	\$ <input type="text" value="2,750"/>
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 Station In-Kind Expenses	\$ <input type="text" value="300,817"/>

In-Kind Expenses \$

3.5 Indirect Support Expense Detail

Jump to question: [3.5](#)

Indirect Support - Occupancy	\$ <input type="text"/>
Indirect Support - Analog Transmitter Power	\$ <input type="text"/>
Indirect Support - Digital Transmitter Power	\$ <input type="text"/>
Indirect Support - All Other Expenses	\$ <input type="text" value="700,880"/>
Total Station Indirect Support	\$ <input type="text" value="700,880"/>
Total Station In-Kind Plus Indirect (Including Occupancy) Expenses	\$ <input type="text" value="1,001,697"/>

Indirect Expenses \$

3.6 Capital Expenses and Related Items

Jump to question: [3.6](#)

	Capital Expenses (\$)	Depreciation/ Amortization (\$)	(\$) Funded Depreciation
Land and Buildings	\$ <input type="text"/>	\$ <input type="text" value="83,759"/>	\$ <input type="text"/>
Administrative and General Office Equipment	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>
Production Equipment	\$ <input type="text" value="17,832"/>	\$ <input type="text"/>	\$ <input type="text"/>
CD&D and IT Equipment	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>
Production Content (Capitalization and Amortization of Shows/Content)	\$ <input type="text"/>	\$ <input type="text" value="0"/>	\$ <input type="text"/>
Other Capital Expenditures	\$ <input type="text"/>	\$ <input type="text" value="24,429"/>	\$ <input type="text"/>
Total	\$ <input type="text" value="17,832"/>	\$ <input type="text" value="108,188"/>	\$ <input type="text" value="0"/>
Total Station Expenses (Including Depreciation)	<input type="text" value="-----"/>	\$ <input type="text" value="4,506,476"/>	<input type="text" value="-----"/>

Comments

Question	Comment
Total Operating Expenses: Total CD&D	Variance due to costs and expenses being shifted to other areas.
Total Operating Expenses: Total Production	Total variance due to loss of staff in Local Broadcast Production, less wages earned by various continuing part-time staff, and some FY16 projects not continued in FY17.

4.1 Corporate Management & 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)	\$ <input type="text" value="0"/>
Telecommunications and Utilities (excluding Transmitter Power)	\$ <input type="text" value="0"/>
Consulting, Contracted & Outsourced Personnel and Services Fees	\$ <input type="text" value="10,945"/>
Legal Fees	\$ <input type="text" value="4,758"/>
Accounting/Payroll Fees	\$ <input type="text" value="0"/>
Governance and Advisory Board Expenses	\$ <input type="text" value="0"/>
Insurance - Property, Liability & Other Corporate (Non-Employee Benefits)	\$ <input type="text" value="0"/>
Facilities Maintenance	\$ <input type="text" value="0"/>

Professional Development/Training (For All Staff)	\$ 21,008
Indirect Support including Occupancy (Excluding Indirect Transmitter Power)	\$ 700,880
Interest Expense	\$ 81,506
All Other Corporate Management & Support	\$ 163,588
Total Corporate Management & Support	\$ 982,685

4.2 Station Volunteers

Jump to question: [4.2](#)

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: [5.1](#)

	New (\$)	Renewal (\$)	Re-join (\$)	Add-Gift (\$)	Total
Pledge/On Air	\$ 55,552	\$ 93,270	\$ 45,494	\$ 27,099	\$ 221,415
Direct Mail	\$ 3,996	\$ 294,430	\$ 39,242	\$ 82,307	\$ 419,975
Telemarketing	\$ 131	\$ 31,918	\$ 4,305	\$ 6,648	\$ 43,002
Web/Online	\$ 6,983	\$ 34,827	\$ 10,639	\$ 8,289	\$ 60,738
Other Membership Programs	\$ 3,001	\$ 135,613	\$ 5,929	\$ 14,891	\$ 159,434
Total	\$ 69,663	\$ 590,058	\$ 105,609	\$ 139,234	\$ 904,564

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

Jump to question: [5.2](#)

	New (#)	Renewal (#)	Re-join (#)	Total	Add-Gift (#)
Pledge/On Air	667	880	476	2,023	278
Direct Mail	211	4,580	1,065	5,856	1,455
Telemarketing	6	578	151	735	150
Web/Online	129	485	183	797	135
Other Membership Programs	62	1,078	63	1,203	220
Total	1,075	7,601	1,938	10,614	2,238

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	10,614	12,852	\$ 904,564
\$1,000 to \$9,999	238	360	\$ 196,634
\$10,000 and above	6	12	\$ 59,068
Total	10,858	13,224	\$ 1,160,266

5.4 Gift Type Detail

Jump to question: [5.4](#)

	Total
Matching Gifts (\$ Amount)	\$ 20,394
Sustainer Gifts (# of Donors)	1,730

5.5 Planned Giving Revenue Detail

Jump to question: [5.5](#)

	Realized in FY (#)	Realized in FY (\$)
Total amount of Planned Giving	<input type="text"/>	\$ <input type="text"/>
Total	0	\$ 0

5.6 Endowment Fund Detail

Jump to question: [5.6](#)

	Endowment Fund (\$)
Value of Fund at start of Fiscal Year?	\$ 8,030,334
New Endowment Contributions	\$ 24,866
Realized Investment Gains	\$ 186,850
Unrealized Investment Gains (Losses)	\$ 238,995
Discretionary spending from the Endowment Fund	\$ <input type="text"/>
Discretionary additions to the Endowment Fund	\$ <input type="text"/>

Value of Fund at end of Fiscal Year? \$ 8,481,045

Value of pledged gifts not yet received? \$

5.7 Development Expenses

Jump to question: [5.7](#)

Direct & In-Kind Expenses (\$)

Premiums' Total \$ 67,993

Consulting, Contracted & Outsourced Personnel and Services Fees \$ 115,321

Other Expenses \$ 197,268

Total \$ 380,582

5.8 Pledge Appeal Minutes

Jump to question: [5.8](#)

of Minutes

Live 789.00

Virtuals/Pledge Events 6,605.00

Pre-Taped Local Breaks 778.00

Air-Checks 238.00

Total 8,410.00

of total Pledge Appeal Minutes between 11PM and 6AM? 2,503.00

Comments

Question **Comment**

No Comments for this section

6.1 Underwriting Revenue Detail

Jump to question: [6.1](#)

Revenue (\$)

National Production Underwriting \$ 0

Local Production Underwriting \$ 50,000

Spot/Run of Schedule Underwriting \$ 83,165

Educational Services Underwriting \$ 60,000

Community Engagement Underwriting \$

Special Events/Other Underwriting \$

Total \$ 193,165

6.2 Production Underwriter Detail (National and Local Production Underwriting)

Jump to question: [6.2](#)

	Total # of Underwriters	Revenue (\$)
Individuals	1	\$ 50,000
Businesses (For Profit Entities)		\$
Foundations (Not For Profit Entities)		\$
Government (Federal, State and Local and Other Gov't)		\$
All Other (CPB, PBS, NPR, Other Public Broadcasting Stations & Entities, Colleges & Universities, and All Other)		\$
Total	1	\$ 50,000

6.3 Spot/Run of Schedule Underwriter Detail

Jump to question: [6.3](#)

	Total # of Underwriters	Revenue (\$)
Individuals	0	\$ 0
Businesses (For Profit Entities)	21	\$ 64,747
Foundations (Not For Profit Entities)	3	\$ 4,004
Government (Federal, State and Local and Other Gov't)	4	\$ 10,978
All Other (CPB, PBS, NPR, Other Public Broadcasting Stations & Entities, Colleges & Universities, and All Other)	2	\$ 3,127
Total	30	\$ 82,856

6.4 Underwriting Detail - Expenses

Jump to question: [6.4](#)

Direct & In-Kind Expenses (\$)

Consulting, Contracted & Outsourced Personnel and Services Fees \$

Other Expenses \$ 79,000

Total \$ 79,000

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)? 143

Underwriter Renewal Rate? (%) 83.00

Comments

Question Comment

7.1 Auction Detail - Revenue

Jump to question: 7.1

Gross Realized Revenue (\$)

Auction Total \$

Total \$ 0

7.2 Auction Detail - Expenses

Jump to question: 7.2

Direct & In-Kind Expenses (\$)

Cost of purchased items to auction \$

Consulting, Contracted & Outsourced Personnel and Services Fees \$

Other Expenses \$

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)		
Online only auction		
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	-----	5,647.00	6,471.00
PBS Programs - PFP	-----	200.00	37.00
PBS Programs - PBS Plus & Other	-----	671.00	1,280.00
PBS Programs - Total	\$ 975,506	6,518.00	7,788.00
NETA	\$ 5,313	327.00	1,840.00
BBC	\$ 36,470	265.00	
APT	\$ 36,848	580.00	5,368.00
Movie Packages (Other Distributors)	\$ 0		
All Other Program Acquisitions (Other Distributors)	\$ 10,830	1,009.00	2,499.00
Local Productions	-----	61.00	25.00
Total	\$ 1,064,967	8,760.00	17,520.00

8.2 Program Acquisition & Scheduling Expenses

Jump to question: 8.2

Direct & In-Kind Expenses (\$)

Program Acquisitions \$ 1,064,967

Consulting, Contracted & Outsourced Personnel and Services Fees \$

Other Expenses \$

Total \$ 1,064,967

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

2016

Total Area Population Households (#)	414,000
Estimated Total Commercial TV Ad Revenue (\$)	45,300,000

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

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	\$ <input type="text"/>	\$ <input type="text" value="4,052"/>	\$ <input type="text" value="0"/>
Other Expenses	\$ <input type="text" value="0"/>	\$ <input type="text" value="30,248"/>	\$ <input type="text" value="117,716"/>
Total Production Services Expenses	\$ <input type="text" value="0"/>	\$ <input type="text" value="34,300"/>	\$ <input type="text" value="117,716"/>

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	<input type="text"/>	<input type="text" value="1.00"/>	<input type="text"/>
Informational call-in broadcast	<input type="text"/>	<input type="text" value="25.00"/>	<input type="text"/>
News	<input type="text"/>	<input type="text"/>	<input type="text"/>
Public Affairs	<input type="text"/>	<input type="text" value="0.50"/>	<input type="text"/>
Arts and Culture	<input type="text"/>	<input type="text" value="1.00"/>	<input type="text"/>
Sports Programming	<input type="text"/>	<input type="text"/>	<input type="text"/>
Pledge Programs, Pledge Breaks & Auction	<input type="text"/>	<input type="text"/>	<input type="text"/>
Educational	<input type="text"/>	<input type="text"/>	<input type="text"/>
All Other Productions	<input type="text"/>	<input type="text"/>	<input type="text"/>
Total Number of Hours	<input type="text"/>	<input type="text" value="27.50"/>	<input type="text"/>
Total Hours using Closed-Captioning	<input type="text"/>	<input type="text" value="27.50"/>	<input type="text"/>
Total Hours using the SAP Channel	<input type="text"/>	<input type="text"/>	<input type="text"/>

Comments

Question	Comment
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No Comments for this section

10.1 Revenue Generated by Content Distribution & Delivery Activities

Jump to question: [10.1](#)

	Revenue (\$)
Tower Lease	\$ <input type="text" value="19,937"/>
ITFS/Alternative Transmission Services	\$ <input type="text"/>
Uplink/Teleconferencing Services	\$ <input type="text"/>
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="19,937"/>

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)	\$ <input type="text" value="118,776"/>
CD&D and IT Equipment, Replacement Parts and Software (Non-Capital)	\$ <input type="text" value="32,061"/>
Technical, Software and Hardware Support (All CD&D and IT Maintenance Agreements and Support Costs)	\$ <input type="text" value="9,841"/>

STL Fees	\$ <input type="text"/>
Tower Rent/Lease/Mortgage	\$ <input type="text"/>
ITFS/Alternative Transmission Services	\$ <input type="text"/>
Uplink/Teleconferencing Services	\$ <input type="text" value="0"/>
Datacasting	\$ <input type="text" value="0"/>
Network/Internet Connectivity	\$ <input type="text" value="0"/>
Digital Transmitter Power (Direct Expense)	\$ <input type="text" value="0"/>
Analog Transmitter Power (Direct Expense)	\$ <input type="text"/>
Indirect Support - Analog and Digital Transmitter Power	\$ <input type="text"/>
Interconnection Expenses	\$ <input type="text" value="10,998"/>
Other Expenses	\$ <input type="text" value="7,075"/>
Total	\$ <input type="text" value="178,751"/>

10.3 Broadcast Capacity

Jump to question: [10.3](#)

	# Operated	Average # of Hours per Day Operated
UHF Transmitters - Digital	<input type="text"/>	<input type="text"/>
VHF Transmitters - Digital	<input type="text" value="1"/>	<input type="text" value="24.00"/>
Translators/Low Power Transmitters - Analog(Boosters)	<input type="text"/>	<input type="text"/>
Translators/Low Power Transmitters - Digital(Boosters)	<input type="text"/>	<input type="text"/>
ITFS Channels	<input type="text"/>	<input type="text"/>

10.4 Master Control Facilities

Jump to question: [10.4](#)

	Number	Hours per Day
Master Control Facilities - # Operated	<input type="text" value="0"/>	<input type="text" value="-----"/>
Master Control Facilities - Total Hours/Day	<input type="text" value="-----"/>	<input type="text" value="24.00"/>
Master Control Facilities - Staffed Hours/Day	<input type="text" value="-----"/>	<input type="text" value="24"/>

10.5 DTV Expenditures

Jump to question: [10.5](#)

	Amount (\$)
Capital Expenditures for DTV Production Equipment	\$ <input type="text"/>
Capital Expenditures for DTV Tower Related Equipment	\$ <input type="text"/>
Capital Expenditures for DTV Master Control Equipment	\$ <input type="text"/>
Capital Expenditures for DTV Transmission Equipment	\$ <input type="text"/>
Capital Expenditures for DTV Other Equipment	\$ <input type="text"/>
Non-Capital, Non-Personnel Expenses for DTV	\$ <input type="text"/>
Total	\$ <input type="text" value="0"/>

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?	\$ <input type="text" value="2,500,000"/>
How much does your station plan to spend to complete the digital conversion?	\$ <input type="text" value="3,000,000"/>

Comments

Question	Comment
No Comments for this section	

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" value="60,000"/>
Other Revenue Generated by Educational Services	\$ <input type="text" value="20,780"/>
Total	\$ <input type="text" value="80,780"/>

11.2 Educational Services Expenses

Jump to question: [11.2](#)

**Direct
& In-Kind Expenses (\$)**

Consulting, Contracted & Outsourced Personnel and Services Fees	\$	<input type="text"/>
Other Expenses	\$	<input type="text" value="13,600"/>
Total	\$	<input type="text" value="13,600"/>

Jump to question: [11.3](#)

**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"/>

Jump to question: [11.4](#)

**# of Hours of Educational
Non-Broadcast Delivery
(includes Fixed Point
to Point, Web, etc.)**

	# of Hours of Educational Programming Aired on Main Broadcast Channel (1 Stream)	# of Hours of Educational Programming Aired on All Other Broadcast Channels	
PBS Kids	<input type="text" value="2,832.00"/>	<input type="text" value="3,796.00"/>	<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"/>	<input type="text"/>	<input type="text"/>
Total	<input type="text" value="2,832.00"/>	<input type="text" value="3,796.00"/>	<input type="text"/>

Jump to question: [11.5](#)

11.5 Educational Workshops

	# 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" value="3"/>	<input type="text" value="100"/>
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="3"/>	<input type="text" value="100"/>

Comments

Question

of Hours of Educational Programming Aired on All Other Broadcast Channels: PBS Kids M-F

Comment

PBS Kids channel was added in FY17.

12.1 Community Engagement Revenue

Jump to question: [12.1](#)

	Revenue (\$)
Grants (Competitive)	\$ <input type="text" value="13,189"/>
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="18,730"/>
Total	\$ <input type="text" value="31,919"/>

12.2 Community Engagement Expenses

Jump to question: [12.2](#)

**Direct
& In-Kind Expenses (\$)**

Consulting, Contracted & Outsourced Personnel and Services Fees	\$	<input type="text"/>
Other Expenses	\$	<input type="text" value="10,844"/>

Total \$ 10,844

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	2.75					
Development	3.32					
Auction						
Underwriting	0.85					
Programming	1.23					
Production	2.00					
CD&D	4.00					
Educational Services and Community Engagement	1.66					
Customer/Relationship Management	2.34					
Other Activities & Services						
Total Station FTEs						

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	\$ 263,249	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
Development	\$ 187,271	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
Auction	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
Underwriting	\$ 57,412	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
Programming	\$ 97,873	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
Production	\$ 313,291	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
CD&D	\$ 256,669	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
Educational Services and Community Engagement	\$ 109,214	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
Customer/Relationship Management	\$ 154,754	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
Other Activities & Services	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
Total Station Personnel Expenses	\$ 1,439,733	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0

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	\$ 5,464,876	\$	\$ 0	\$ 0	\$ 0	\$ 0
Direct Expenses	\$ 1,956,858	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
In-Kind Expenses	\$ 300,817	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
Indirect Expenses	\$ 700,880	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0

Total Station Personnel Expenses	\$ 1,439,733	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
Depreciation	\$ 108,188	\$	\$ 0	\$	\$	\$ 0
Total Station Expenses (Including Depreciation)	\$ 4,506,476	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0

Comments
Question

Comment