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## SABS: Station Activity Benchmarking Survey

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The SABS survey is live and available for data entry!

### SURVEY STATUS

Status: **Submitted-Not Reviewed**

Survey due: **2/15/2021 (Available for Data Entry)**  
Revised Due Date: **03/15/2021**

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#### Survey due on 03/15/2021

Subsections	Original Submitter	Last Updated	Status
<a href="#">Station Information</a> Questions: 1.1-1.2	Almarie Hopkins, Mar 9 2021	Mar 9 2021	Completed <span style="color: green;">■ ■</span>
<a href="#">Revenue</a> Questions: 2.1-2.2	Almarie Hopkins, Mar 11 2021	Mar 11 2021	Completed <span style="color: green;">■ ■</span>
<a href="#">Expenses</a> Questions: 3.1-3.6	Almarie Hopkins, Mar 15 2021	Mar 15 2021	Completed <span style="color: green;">■ ■</span>
<a href="#">Corporate Management &amp; Support</a> Questions: 4.1	Almarie Hopkins, Mar 15 2021	Mar 15 2021	Completed <span style="color: green;">■ ■</span>
<a href="#">Development</a> Questions: 5.1-5.7	Almarie Hopkins, Mar 11 2021	Mar 11 2021	Completed <span style="color: green;">■ ■</span>
<a href="#">Underwriting</a> Questions: 6.1-6.5	Almarie Hopkins, Mar 12 2021	Mar 12 2021	Completed <span style="color: green;">■ ■</span>
<a href="#">Programming</a> Questions: 7.1-7.4	Almarie Hopkins, Mar 15 2021	Mar 15 2021	Completed <span style="color: green;">■ ■</span>
<a href="#">Production</a> Questions: 8.1-8.2	Almarie Hopkins, Mar 15 2021	Mar 15 2021	Completed <span style="color: green;">■ ■</span>
<a href="#">Content Distribution &amp; Delivery (CD&amp;D)</a> Questions: 9.1-9.4	Almarie Hopkins, Mar 15 2021	Mar 15 2021	Completed <span style="color: green;">■ ■</span>
<a href="#">Educational Services</a> Questions: 10.1-10.5	Almarie Hopkins, Mar 15 2021	Mar 15 2021	Completed <span style="color: green;">■ ■</span>
<a href="#">Community Engagement</a> Questions: 11.1-11.2	Almarie Hopkins, Mar 10 2021	Mar 10 2021	Completed <span style="color: green;">■ ■</span>

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### MANAGE PERMISSIONS

Summary Data	# Yes	# No	# Request Pending
Permission to View Your Data	175	0	0
Permission to View Other Station's Data	146	27	2

CPB SABS allows you to view information for individual organizations, provided that the organization explicitly gives you permission. "Manage Your Permissions" allows you to:

- Give permission** to another organization to view your data.
- Request permission** to view another organization's data.
- See the list** of organizations you have permission to view.

Manage Your Permissions

### REPORTING

SABS allows you to access and run various reports for your data and for other stations data, provided that the organization explicitly gives you permission.

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## REFERENCE DOCUMENTATION

The following are reference tools to assist you in the completion of the surveys:

- [Frequently Asked Questions](#)
- [FTE Workbook](#)
- [Instruction Guide](#)
- [SABS Survey Questions](#)

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
<b>Assets</b>		
Cash and Cash Equivalents	\$ 257,564	\$ 18,699
Accounts Receivables	\$ 3	\$ 0
All Other Current Assets	\$ 92,167	\$ 99,770
All Non-Current Assets	\$ 2,656,477	\$ 2,746,976
<b>Total Assets</b>	<b>\$ 3,006,211</b>	<b>\$ 2,865,445</b>
Total Deferred Outflow of Resources (TDOR)	\$ 5,882,467	\$ 4,839,263
<b>Liabilities</b>		
Accounts Payables	\$ 11,484	\$ 7,515
All Other Current Liabilities	\$ 595,991	\$ 436,336
Pensions and Other Postemployment Benefits (Non Current)	\$ 7,796,083	\$ 7,654,556
All Other Long Term Liabilities	\$ 0	\$ 0
<b>Total Liabilities</b>	<b>\$ 8,403,558</b>	<b>\$ 8,098,407</b>
Total Deferred Inflow of Resources (TDIR)	\$ 1,808,064	\$ 2,148,936
<b>Net Assets</b>		
Invested in Capital Assets (Net of Related Debt)	\$ 1,977,012	\$ 1,659,337
Restricted Net Assets	\$ 1,012,034	\$ 1,087,182
Unrestricted Net Assets	\$ -4,311,990	\$ -5,289,154
<b>Total Net Assets</b>	<b>\$ -1,322,944</b>	<b>\$ -2,542,635</b>
<b>Balance Formula ((TA+TDOR) - (TL+TNA+TDIR))</b>	<b>\$</b>	<b>\$ 0</b>

**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: Total Net Assets	The 2020 joint net position increased by over \$2.3 million when compared to FY2019.
Previous Year-End: All Other Current Assets	Film Rights Amortization
Previous Year-End: All Non-Current Liabilities	Non-current pension liabilities increased due to prior year adjustment. See FS Note 3.
Previous Year-End: Total Liabilities	Total liabilities increased due to prior year adjustment. See FS Note 3.
Previous Year-End: Total Net Assets	The FY2019 ended with a combined net income of over \$1.9 million. However, the adjustment to the PYs restated balance cashed the net position to end in an deficit.

**2.1 Total Station Revenue** Jump to question: [2.1](#) ▾

	Total (\$)
<b>Passive Revenue</b>	
Royalties	\$ 282

Copyright Tribunal Distributions	\$ 0
Gains on Sale of Assets - Property and Equipment	\$ 0
Interest and Dividends: Non-Endowment	\$ 52,078
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	\$ 51,484
<b>Total Passive Revenue</b>	<b>\$ 103,844</b>
<b>Non-Passive Revenue</b>	
CPB CSG	\$ 1,647,177
Membership (Contributions < \$1,000)	\$ 3,623,861
Major Giving (Contributions >= \$1,000)	\$ 2,713,398
Planned Giving (Realized)	\$ 47,017
Capital	\$ 0
Endowment	\$ 0
Grant Solicitation (Competitive)	\$ 0
Production Underwriting	\$ 0
Spot/Run of Schedule Underwriting	\$ 656,189
All Other Underwriting	\$ 31,250
Contract Production & Services	\$ 0
Content Distribution Activities	\$ 0
Program Guide	\$ 0
Auction	\$ 0
Subsidiaries	\$ 0
State Government Appropriation (Unrestricted)	\$ 0
All Other	\$ 3,909,302
<b>Total Non-Passive Revenue</b>	<b>\$ 12,628,194</b>
<b>Total Station Revenue</b>	<b>\$ 12,732,038</b>

**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	-----	\$ 0	\$ 0	\$ 0	\$ 0
State Government	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
Local and All Other Government	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
CPB	\$ 0	-----	\$ 0	\$ 0	\$ 1,647,177	\$ 1,647,177
PBS	\$ 0	-----	\$ 0	\$ 0	\$ 0	\$ 0
NPR	\$ 0	-----	\$ 0	\$ 0	\$ 0	\$ 0
Public Broadcasting Stations	\$ 0	-----	\$ 0	\$ 0	\$ 0	\$ 0
Individuals	\$ 0	-----	\$ 0	\$ 0	\$ 6,612,772	\$ 6,612,772
Businesses (For Profit Entities)	\$ 0	-----	\$ 0	\$ 0	\$ 1,271,242	\$ 1,271,242
Foundations (Not For Profit Entities)	\$ 0	-----	\$ 0	\$ 0	\$ 314,547	\$ 314,547
State and State Supported Colleges and Universities	\$ 0	\$ 1,894,043	\$ 0	\$ 0	\$ 103,121	\$ 1,997,164

Private Colleges and Universities	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
All Other Sources	\$ 0	-----	\$ 0	\$ 51,484	\$ 837,652	\$ 889,136
<b>Total Station Revenue</b>	\$ 0	\$ 1,894,043	\$ 0	\$ 51,484	\$ 10,786,511	\$ 12,732,038

Comments

Question	Comment
All Other	The station incurred increases in indirect administrative support and CPB grant funding.
Endowment Revenue from: All Other Sources	The station experienced increases in unrealized gains on endowment during 2020.
Total Endowment Revenue	The station experienced increases in unrealized gains on endowment during 2020.

**3.1 Station Expenses (Excluding Depreciation)**

Jump to question: [3.1](#)

	Full Time Equivalents (FTEs)	Total Personnel Cost	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)	4.00	\$ 895,119	-----	\$ 895,119
Finance and HR	0	\$ 0	-----	\$ 0
Administrative Support	3.00	\$ 96,351	-----	\$ 96,351
<b>Total Corporate Management &amp; Support</b>	<b>7.00</b>	<b>\$ 991,470</b>	<b>\$ 4,942,702</b>	<b>\$ 5,934,172</b>
<b>Development</b>				
Membership - Pledge/On-Air	0.50	\$ 40,590	\$ 283,559	\$ 324,149
Membership - Direct Mail		\$ 0	\$	\$ 0
Membership - Telemarketing		\$ 0	\$	\$ 0
Membership - Web/Online Fundraising	2.20	\$ 127,347	\$	\$ 127,347
Membership - All Other	1.00	\$ 67,500	\$ 529,681	\$ 597,181
Major Giving	1.10	\$ 52,602	\$	\$ 52,602
Planned Giving		\$ 0	\$	\$ 0
Capital Campaigns		\$ 0	\$	\$ 0
Endowment Campaigns		\$ 0	\$	\$ 0
Grant Solicitation (Competitive)		\$ 0	\$	\$ 0
<b>Total Development</b>	<b>4.80</b>	<b>\$ 288,039</b>	<b>\$ 813,240</b>	<b>\$ 1,101,279</b>
<b>Auction</b>				
Auction		\$ 0	\$	\$ 0
<b>Underwriting</b>				
National Production Underwriting	0	\$ 0	-----	\$ 0
Local Production Underwriting	0	\$ 0	-----	\$ 0
Spot/Run of Schedule Underwriting	0	\$ 0	-----	\$ 0
Educational Services Underwriting	0	\$ 0	-----	\$ 0
Community Engagement Underwriting	2.00	\$ 173,000	-----	\$ 173,000
Special Event & Other Underwriting	0	\$ 0	-----	\$ 0
<b>Total Underwriting</b>	<b>2.00</b>	<b>\$ 173,000</b>	<b>\$ 150,681</b>	<b>\$ 323,681</b>
<b>Programming</b>				
Program Acquisition		\$ 0	\$ 2,954,945	\$ 2,954,945
Program Scheduling		\$ 0	\$ 0	\$ 0
<b>Total Programming</b>		<b>\$ 0</b>	<b>\$ 2,954,945</b>	<b>\$ 2,954,945</b>
<b>Production</b>				
National Broadcast Production	0	\$ 0	\$ 0	\$ 0
Local Broadcast Production	1.00	\$ 17,404	\$ 280	\$ 17,684

Contract Production & Services	5.75	\$ 451,126	\$ 0	\$ 451,126
Non Broadcast Production (including Fixed Point to Point, Web, etc.)	0	\$ 0	\$ 0	\$ 0
<b>Total Production</b>	<b>6.75</b>	<b>\$ 468,530</b>	<b>\$ 280</b>	<b>\$ 468,810</b>
<b>Content Distribution &amp; Delivery (CD&amp;D)</b>				
Transmission/Distribution	0.25	\$ 30,432	-----	\$ 30,432
Operations (Master Control)	1.00	\$ 86,048	-----	\$ 86,048
Technical Maintenance	4.00	\$ 371,644	-----	\$ 371,644
Production Support	0.25	\$ 30,432	-----	\$ 30,432
Information Technology	3.00	\$ 285,162	-----	\$ 285,162
<b>Total CD&amp;D</b>	<b>8.50</b>	<b>\$ 803,718</b>	<b>\$ 1,953,767</b>	<b>\$ 2,757,485</b>
<b>Educational Services and Community Engagement</b>				
Educational Services	1.25	\$ 122,382	\$ 39,406	\$ 161,788
Community Engagement	0	\$ 0	\$ 0	\$ 0
<b>Total Educational Services and Community Engagement</b>	<b>1.25</b>	<b>\$ 122,382</b>	<b>\$ 39,406</b>	<b>\$ 161,788</b>
<b>Marketing/ CRM</b>				
Marketing, PR & Communications	1.25	\$ 95,413	\$	\$ 95,413
Program Guide	0.25	\$ 30,432	\$	\$ 30,432
Viewer & Member Services	3.20	\$ 171,908	\$	\$ 171,908
Special Events		\$ 0	\$	\$ 0
<b>Total Customer/Relationship Management</b>	<b>4.70</b>	<b>\$ 297,753</b>	<b>\$ 0</b>	<b>\$ 297,753</b>
<b>Other Activities &amp; Services</b>				
Other Activities & Services		\$ 0	\$ 0	\$ 0
<b>Total Station Expenses (Excluding Depreciation)</b>	<b>35.00</b>	<b>\$ 3,144,892</b>	<b>\$ 10,855,021</b>	<b>\$ 13,999,913</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)

**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:

Indirect Expenses \$	
Indirect Support - Occupancy	\$ 232,310
Indirect Support-Transmitter Power	\$
Indirect Support - All Other Expenses	\$ 1,661,733
<b>Total Station Indirect Support</b>	\$ 1,894,043
<b>Total Station In-Kind Plus Indirect (Including Occupancy) Expenses</b>	\$ 1,894,043

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

	Capital Expenses (\$)	Depreciation/ Amortization (\$)	(\$ ) Funded Depreciation
Land and Buildings	\$	\$	\$
Administrative and General Office Equipment	\$	\$ 841,843	\$
Production Equipment	\$	\$	\$
CD&D and IT Equipment	\$	\$	\$
Production Content (Capitalization and Amortization of Shows/Content)	\$	\$	\$
Other Capital Expenditures	\$	\$	\$
<b>Total</b>	\$ 0	\$ 841,843	\$ 0
<b>Total Station Expenses (Including Depreciation)</b>	-----	\$ 14,841,756	-----

Comments

Question	Comment
Direct, Indirect & In-Kind Expenses: Total Station	The station's 2020 expense increase were primarily caused by increased expenses related to indirect support, tower relocation and tower building fees, professional accounting fees and maintenance fees.
Total Operating Expenses: Total Corporate Management & Support	The total direct and indirect expenses increased during the year due to increases in indirect expenses and increases for management-related expenses (Accounting/Payroll, facilities maintenance, and other expenses).
Total Operating Expenses: Total Customer/Relationship Management	Per the Station Manager, Marketing CRM expenses exceeded the previous year due to expenses related to the Strategic Plan development and launch. This included the week of launch events and outward marketing efforts. Programming changes and the marketing behind those changes was also included.
Total Operating Expenses: Other Activities & Services	Other Activities and services – Services from CDP were reduced substantially because of Covid-19. This reduced our overall expense in a year where we were cutting across the board due to fundraising reduced revenue.
Total Operating Expenses: Total CD&D	The station incurred increases in non-capital IT and Broadcast equipment, as well as increased contracts related to the building of the new transmitter site.
Total Operating Expenses: Total Educational Services and Community Outreach	Per the KUHT- TV Station Manager, the station continued the effort to keep the bee in the community, but did so without School or HISD financial support. HPM incurred this expense increase in order to remain at Yates high school. Because the Covid pandemic shutdown was starting, we felt this was a high priority to support our education mission in the community.
Total Operating Expenses: Total Underwriting	Per, the Gift Processing and Underwriting Manager, Houston Public Media's Underwriting expenses were impacted by the COVID-19 pandemic. There was a decrease in TV underwriting spots sales, causing a decrease in invoices for paid commissions to the UW team.

**4.1 Corporate Management & Support Expense Detail** Jump to question:

Direct, Indirect & In-Kind Expenses (\$)	
<b>Do Not Allocate These Expenses to Other Functional Areas</b>	
Rent/Lease/Mortgage (excluding tower lease payments)	\$ 0
Telecommunications and Utilities (excluding Transmitter Power)	\$ 161,674
Consulting, Contracted & Outsourced Personnel and Services Fees	\$ 34,758
Legal Fees	\$ 12,137
Accounting/Payroll Fees	\$ 770,906

Governance and Advisory Board Expenses	\$ 0
Insurance - Property, Liability & Other Corporate (Non-Employee Benefits)	\$ 15,692
Facilities Maintenance	\$ 107,032
Professional Development/Training (For All Staff)	\$ 14,192
Indirect Support including Occupancy (Excluding Indirect Transmitter Power)	\$ 1,894,043
Interest Expense	\$ 32
All Other Corporate Management & Support	\$ 1,932,236
<b>Total Corporate Management &amp; Support</b>	<b>\$ 4,942,702</b>

Comments

Question	Comment
Total Corporate Management & Support Expenses	The total direct and indirect expenses increased during the year due to increases in indirect expenses and increases for management-related contracts.

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

	New (\$)	Renewal (\$)	Re-join (\$)	Add-Gift (\$)	Total
Pledge/On Air	\$ 168,769	\$ 100,978	\$ 184,838	\$ 172,125	\$ 626,710
Direct Mail	\$ 149	\$ 277,773	\$ 129,388	\$ 169,694	\$ 577,004
Telemarketing	\$ 0	\$ 5,050	\$ 3,884	\$ 3,403	\$ 12,337
Web/Online	\$ 95,166	\$ 149,000	\$ 130,257	\$ 130,767	\$ 505,190
Other Membership Programs	\$ 714,902	\$ 546,063	\$ 384,421	\$ 257,234	\$ 1,902,620
<b>Total</b>	<b>\$ 978,986</b>	<b>\$ 1,078,864</b>	<b>\$ 832,788</b>	<b>\$ 733,223</b>	<b>\$ 3,623,861</b>

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

	New (#)	Renewal (#)	Re-join (#)	Total	Add-Gift ((#))
Pledge/On Air	1,036	569	1,156	2,761	1,302
Direct Mail	3	2,549	1,417	3,969	2,344
Telemarketing	0	49	53	102	46
Web/Online	1,161	1,043	1,208	3,412	1,306
Other Membership Programs	6,105	3,040	2,995	12,140	2,041
<b>Total</b>	<b>8,305</b>	<b>7,250</b>	<b>6,829</b>	<b>22,384</b>	<b>7,039</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	22,384	29,423	\$ 3,623,861
\$1,000 to \$9,999	593	850	\$ 1,396,371
\$10,000 and above	38	85	\$ 1,317,027
<b>Total</b>	<b>23,015</b>	<b>30,358</b>	<b>\$ 6,337,259</b>

**5.4 Gift Type Detail** Jump to question: [5.4](#) ▾

	Total
Matching Gifts (\$ Amount)	\$ 174,300
Sustainer Gifts (# of Donors)	13,374
Sustainer Gifts (\$ Amount)	\$ 1,931,048

**5.5 Planned Giving Revenue Detail** Jump to question: [5.5](#) ▾

	Realized in FY (#)	Realized in FY (\$)
Total amount of Planned Giving	7	\$ 47,017
<b>Total</b>	<b>7</b>	<b>\$ 47,017</b>

**5.6 Endowment Fund Detail** Jump to question: [5.6](#) ▾

	Endowment Fund (\$)
Value of Fund at start of Fiscal Year?	\$ 656,275
New Endowment Contributions	\$ 0
Realized Investment Gains	\$ 0
Unrealized Investment Gains (Losses)	\$ 51,484
Discretionary spending from the Endowment Fund	\$



Discretionary additions to the Endowment Fund	\$	
Value of Fund at end of Fiscal Year?	\$	707,759
Value of pledged gifts not yet received?	\$	

**5.7 Development Expenses** Jump to question: [5.7](#) ▾

		Direct & In-Kind Expenses (\$)
Premiums' Total	\$	283,559
Consulting, Contracted & Outsourced Personnel and Services Fees	\$	324,072
Other Expenses	\$	205,609
<b>Total</b>	\$	<b>813,240</b>

Comments

Question	Comment
Total Membership Revenue	Per the Chief Development Officer and Director of HPM Membership & Donor Svc, Houston Public Media Membership revenue was impacted by the COVID-19 pandemic. The change in listening habits and loss of jobs impacted overall on-air and digital fundraising for both TV and radio.

**6.1 Underwriting Revenue Detail** Jump to question: [6.1](#) ▾

	Revenue (\$)
National Production Underwriting	\$
Local Production Underwriting	\$
Spot/Run of Schedule Underwriting	\$ 656,189
Educational Services Underwriting	\$ 31,250
Community Engagement Underwriting	\$
Special Events/Other Underwriting	\$
<b>Total</b>	<b>\$ 687,439</b>

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

**6.3 Spot/Run of Schedule Underwriter Detail** Jump to question: [6.3](#) ▾

	Total # of Underwriters	Revenue (\$)
Individuals	0	\$ 0
Businesses (For Profit Entities)	10	\$ 207,284
Foundations (Not For Profit Entities)	16	\$ 314,796
Government (Federal, State and Local and Other Gov't)	1	\$ 10,000
All Other (CPB, PBS, NPR, Other Public Broadcasting Stations & Entities, Colleges & Universities, and All Other)	8	\$ 124,109
<b>Total</b>	<b>35</b>	<b>\$ 656,189</b>

**6.4 Underwriting Detail - Expenses** Jump to question: [6.4](#) ▾

		Direct & In-Kind Expenses (\$)
Consulting, Contracted & Outsourced Personnel and Services Fees	\$	149,797
Other Expenses	\$	884
<b>Total</b>	\$	<b>150,681</b>

**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)?	59
Underwriter Renewal Rate? (%)	63.00

Comments

Question	Comment
No Comments for this section	

**7.1 Program Acquisition Expenses** Jump to question: [7.1](#) ▾

	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	-----	5,303.00	13,350.00
PBS Programs - PFP	-----	371.00	431.00
PBS Programs - PBS Plus & Other	-----	575.00	1,597.00
PBS Programs - Total	\$ 2,348,674	6,249.00	15,378.00
NETA	\$ 0	422.00	2,551.00
BBC	\$ 45,205	271.00	144.00
APT	\$ 49,251	901.00	4,859.00
Movie Packages (Other Distributors)	\$ 0		
All Other Program Acquisitions (Other Distributors)	\$ 34,255	121.00	1,799.00
Local Productions	-----	8.00	
<b>Total</b>	<b>\$ 2,477,385</b>	<b>7,972.00</b>	<b>24,731.00</b>

**7.2 Program Acquisition & Scheduling Expenses** Jump to question: [7.2](#) ▾

	Direct & In-Kind Expenses (\$)
Program Acquisitions	\$ 2,477,385
Consulting, Contracted & Outsourced Personnel and Services Fees	\$ 33,700
Other Expenses	\$ 443,860
<b>Total</b>	<b>\$ 2,954,945</b>

**7.3 PBS Program Differentiation** Jump to question: [7.3](#) ▾

Are you a PBS PDP Station? No

**7.4 Ratings Data and Market Data** Jump to question: [7.4](#) ▾

**2019**

Total Area Population Households (#)

Estimated Total Commercial TV Ad Revenue (\$)

Comments

Question	Comment
No Comments for this section	

**8.1 Content Production Expenses (Direct & In-Kind Expenses)** Jump to question: [8.1](#) ▾

	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"/>	\$ 0	\$ <input type="text"/>
Other Expenses	\$ <input type="text"/>	\$ 280	\$ <input type="text"/>
<b>Total Production Services Expenses</b>	<b>\$ 0</b>	<b>\$ 280</b>	<b>\$ 0</b>

**8.2 Content Production Intended for Station use (by type)** Jump to question: [8.2](#) ▾

	# 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"/>	4.00
Informational call-in broadcast	<input type="text"/>	<input type="text"/>	<input type="text"/>
News	<input type="text"/>	<input type="text"/>	<input type="text"/>
Public Affairs	<input type="text"/>	8.00	<input type="text"/>
Arts and Culture	<input type="text"/>	<input type="text"/>	<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"/>
<b>Total Number of Hours</b>	<input type="text"/>	<b>8.00</b>	<b>4.00</b>
Total Hours using Closed-Captioning	<input type="text"/>	<input type="text"/>	<input type="text"/>

Total Hours using the SAP Channel

Comments

Question	Comment
No Comments for this section	

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

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

**9.2 Content Distribution & Delivery Expenses** Jump to question:

	Direct, Indirect & In-Kind Expenses (\$)
Consulting, Contracted & Outsourced Personnel and Services Fees (excluding Technical Support)	\$ <input type="text" value="167,261"/>
CD&D and IT Equipment, Replacement Parts and Software (Non-Capital)	\$ <input type="text" value="228,966"/>
Technical, Software and Hardware Support (All CD&D and IT Maintenance Agreements and Support Costs)	\$ <input type="text" value="118,565"/>
STL Fees	\$ <input type="text"/>
Tower Rent/Lease/Mortgage	\$ <input type="text" value="329,902"/>
ITFS/Alternative Transmission Services	\$ <input type="text"/>
Uplink/Teleconferencing Services	\$ <input type="text"/>
Datacasting	\$ <input type="text"/>
Network/Internet Connectivity	\$ <input type="text"/>
Transmitter Power (Direct Expense)	\$ <input type="text"/>
Indirect Support-Transmitter Power	\$ <input type="text"/>
Interconnection Expenses	\$ <input type="text" value="0"/>
Other Expenses	\$ <input type="text" value="1,109,073"/>
<b>Total</b>	<b>\$ <input type="text" value="1,953,767"/></b>

**9.3 Broadcast Capacity** Jump to question:

	# Operated	Average # of Hours per Day Operated
UHF Transmitters	<input type="text" value="0"/>	<input type="text"/>
VHF Transmitters	<input type="text" value="1"/>	<input type="text" value="24.00"/>
Translators/Low Power Transmitters (boosters)	<input type="text" value="0"/>	<input type="text"/>
ITFS Channels	<input type="text" value="0"/>	<input type="text"/>

**9.4 Master Control Facilities** Jump to question:

	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"/>
Master Control Facilities - Staffed Hours/Day	<input type="text" value="-----"/>	<input type="text" value="0"/>

Comments

Question	Comment
No Comments for this section	

**10.1 Educational Services Revenue** Jump to question:

	Revenue (\$)
Federal Grants	\$ <input type="text"/>
Underwriting for Educational Services	\$ <input type="text" value="31,250"/>
Corporate/Foundation Giving	\$ <input type="text"/>
Fee-For-Service or Entrepreneurial Services	\$ <input type="text"/>
State Government Funding	\$ <input type="text"/>

Other Revenue Generated by Educational Services	\$	
<b>Total</b>	\$	31,250

**10.2 Educational Services Expenses** Jump to question:

		Direct & In-Kind Expenses (\$)
Consulting, Contracted & Outsourced Personnel and Services Fees	\$	39,406
Other Expenses	\$	
<b>Total</b>	\$	39,406

**10.3 Educational Content Detail** Jump to question:

		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

**10.4 Educational Content Delivery** Jump to question:

	# of Hours of Educational Programming Aired on Main Broadcast Channel (1 Stream)	# of Hours of Educational Programming Aired on All Other Broadcast Channels	# of Hours of Educational Non-Broadcast Delivery (includes Fixed Point to Point, Web, etc.)
Children's content (PBSKids)	2,834.00	5,114.00	5,114.00
K-12 Educational resources	70.00		
Adult Basic Education-English			
Adult Basic Education - Other than English			
Teacher professional development			
Other			
<b>Total</b>	2,904.00	5,114.00	5,114.00

**10.5 Educational Workshops** Jump to question:

	# 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
No Comments for this section	

**11.1 Community Engagement Revenue** Jump to question:

		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

**11.2 Community Engagement Expenses** Jump to question:

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

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

Question	Comment
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No Comments for this section	
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