

Grantee Information

ID 1744
 Grantee Name WUSF-TV
 City Tampa
 State FL
 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	\$ 440715	\$ 348320
All Other Current Assets	\$ 278333	\$ 280899
All Non-Current Assets	\$ 7521924	\$ 6780034
Total Assets	\$ 8240972	\$ 7409253
Liabilities		
All Current Liabilities	\$ 789004	\$ 927892
All Non-Current Liabilities	\$ 1131701	\$ 936016
Total Liabilities	\$ 1920705	\$ 1863908
Net Assets		
Invested in Capital Assets (Net of Related Debt)	\$ 6691924	\$ 5950034
Other Restricted Net Assets	\$ 243423	\$ 205569
Unrestricted Net Assets	\$ -615080	\$ -610258
Total Net Assets	\$ 6320267	\$ 5545345

Balance Formula (TA - (TL+TNA))

\$

\$

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 Separately

Comments

Question

Comment

No Comments for this section

2.1 Total Station Revenue

Jump to question: 2.1

Total (\$)

Passive Revenue

Royalties

Copyright Tribunal Distributions

Gains on Sale of Assets - Property and Equipment

Interest and Dividends: Non-Endowment

Interest and Dividends: Endowment

Realized Gains (Losses) on Marketable Securities Transactions: Non-Endowment

Realized Gains (Losses) on Marketable Securities Transactions: Endowment

Unrealized Gains (Losses) on Marketable Securities Transactions: Non-Endowment

Unrealized Gains (Losses) on Marketable Securities Transactions: Endowment

Total Passive Revenue

\$

Non-Passive Revenue

CPB CSG

\$

Membership (Contributions < \$1,000)

\$

Major Giving (Contributions >= \$1,000)

\$

Planned Giving (Realized)

\$

Capital	\$	<input type="text" value="0"/>
Endowment	\$	<input type="text" value="0"/>
Grant Solicitation (Competitive)	\$	<input type="text" value="35022"/>
Production Underwriting	\$	<input type="text" value="0"/>
Spot/Run of Schedule Underwriting	\$	<input type="text" value="261015"/>
All Other Underwriting	\$	<input type="text"/>
Contract Production & Services	\$	<input type="text" value="1453484"/>
Content Distribution Activities	\$	<input type="text" value="119852"/>
Program Guide	\$	<input type="text" value="0"/>
Auction	\$	<input type="text" value="0"/>
Subsidiaries	\$	<input type="text" value="0"/>
State Government Appropriation (Unrestricted)	\$	<input type="text" value="434837"/>
All Other	\$	<input type="text" value="1217423"/>
Total Non-Passive Revenue	\$	<input type="text" value="5201236"/>
Total Station Revenue	\$	<input type="text" value="5204433"/>

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)	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text" value="5348"/>	\$ <input type="text" value="5348"/>
State Government	\$ <input type="text" value="33685"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="441325"/>	\$ <input type="text" value="475010"/>
Local and All Other Government	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="1288449"/>	\$ <input type="text" value="1288449"/>
CPB	\$ <input type="text" value="0"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="804885"/>	\$ <input type="text" value="804885"/>
PBS	\$ <input type="text" value="0"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text" value="2100"/>	\$ <input type="text" value="2100"/>
NPR	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>

Total Corporate Management & Support	4.84	\$ 348204	\$ 0	\$ 94680	\$ 870630	\$ 1313514
Development						
Membership - Pledge/On-All	0.59	\$ 28993	\$ 0	\$ 11607	\$ 27135	\$ 67735
Membership - Direct Mail	0.18	\$ 5858	\$ 0	\$ 2324	\$ 99640	\$ 107822
Membership - Telemarketing	0.08	\$ 4095	\$ 0	\$ 1594	\$ 0	\$ 5689
Membership - Web/Online Fundraising	0.08	\$ 4095	\$ 0	\$ 1594	\$ 48711	\$ 54400
Membership - All Other	0.50	\$ 19444	\$ 0	\$ 8597	\$ 122056	\$ 150097
Major Giving	0.49	\$ 26226	\$ 0	\$ 8677	\$ 2950	\$ 37853
Planned Giving	0.35	\$ 25532	\$ 0	\$ 6872	\$ 0	\$ 32404
Capital Campaigns		\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
Endowment Campaigns		\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
Grant Solicitation (Competitive)	0.20	\$ 12760	\$ 0	\$ 4659	\$ 0	\$ 17419
Total Development	2.47	\$ 127003	\$ 0	\$ 45924	\$ 300492	\$ 473419
Auction						
Auction		\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
Underwriting						
National Production Underwriting	0	\$ 0	\$ 0	\$ 0	-----	\$ 0
Local Production Underwriting	0	\$ 0	\$ 0	\$ 0	-----	\$ 0
Spot/Run of Schedule Underwriting	0.71	\$ 30950	\$ 4875	\$ 13020	-----	\$ 48845
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	0.71	\$ 30950	\$ 4875	\$ 13020	\$ 13340	\$ 62185
Programming						

Program Acquisition	0.25	\$ 17750	\$ 0	\$ 2725	\$ 415433	\$ 435908
Program Scheduling	0.75	\$ 53251	\$ 0	\$ 8176	\$ 19487	\$ 80914
Total Programming	1.00	\$ 71001	\$ 0	\$ 10901	\$ 434920	\$ 516822
Production						
National Broadcast Production	0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
Local Broadcast Production	6.19	\$ 284795	\$ 3384	\$ 105407	\$ 29857	\$ 423443
Contract Production & Services		\$ 0	\$ 0	\$ 0	\$ 183000	\$ 183000
Non Broadcast Production (Including Fixed Point to Point, Web, etc.)	0.66	\$ 28848	\$ 0	\$ 5472	\$ 0	\$ 34320
Total Production	6.85	\$ 313643	\$ 3384	\$ 110879	\$ 212857	\$ 640763
Content Distribution & Delivery (CD&D)						
Transmission/Distribution	0.75	\$ 40034	\$ 0	\$ 16318	-----	\$ 56352
Operations (Master Control)	3.95	\$ 159125	\$ 0	\$ 52350	-----	\$ 211475
Technical Maintenance	1.55	\$ 90682	\$ 0	\$ 17447	-----	\$ 108129
Production Support	1.00	\$ 46897	\$ 0	\$ 19413	-----	\$ 66310
Information Technology	1.33	\$ 70520	\$ 0	\$ 18719	-----	\$ 89239
Total CD&D	8.58	\$ 407258	\$ 0	\$ 124247	\$ 166355	\$ 697860
Educational Services and Community Engagement						
Educational Services	0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
Community Engagement	0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
Total Educational Services and Community Engagement		\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
Marketing/ CRM						

Marketing, PR & Communications	<input type="text"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="116339"/>	\$ <input type="text" value="116339"/>
Program Guide	<input type="text"/>	\$ <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"/>
Viewer & Member Services	<input type="text"/>	\$ <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"/>
Special Events	<input type="text"/>	\$ <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"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="116339"/>	\$ <input type="text" value="116339"/>
Other Activities & Services						
Other Activities & Services	<input type="text" value="23.60"/>	\$ <input type="text" value="767189"/>	\$ <input type="text" value="30"/>	\$ <input type="text" value="224278"/>	\$ <input type="text" value="363826"/>	\$ <input type="text" value="1355323"/>
Total Station Expenses (Excluding Depreciation)	<input type="text" value="48.05"/>	\$ <input type="text" value="2065248"/>	\$ <input type="text" value="8289"/>	\$ <input type="text" value="623929"/>	\$ <input type="text" value="2478759"/>	\$ <input type="text" value="5176225"/>

Jump to question: 3.2

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

The employees in this category work for our IntelliMedia unit which is responsible for Digital Court Reporting at the 13th Judicial Circuit of the Courts. Last Year this group was part of the Contract and Production services line. The bonuses listed are for Sales personnel attached to the IntelliMedia unit

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"/>
Development	<input type="text"/>
Auction	<input type="text"/>
Underwriting	<input type="text"/>
Programming	<input type="text"/>
Production	<input type="text"/>
CD&D	<input type="text"/>
Educational Services	<input type="text"/>
Community Engagement	<input type="text"/>

Customer/Relationship Management

Other Activities & Services

Total Student/Intern FTEs

3.4 In-Kind Expense Detail

Jump to question: 3.4

Corporate Management & Support

In-Kind Expenses \$

\$

Development

\$

Auction

\$

Underwriting

\$

Programming

\$

Production

\$

CD&D

\$

Educational Services

\$

Community Engagement

\$

Customer/Relationship Management

\$

Other Activities & Services

\$

Total Station In-Kind Expenses

\$

3.5 Indirect Support Expense Detail

Jump to question: 3.5

Indirect Expenses \$

Indirect Support - Occupancy

\$

Indirect Support - Analog Transmitter Power

\$

Indirect Support - Digital Transmitter Power

\$

Indirect Support - All Other Expenses

\$

Total Station Indirect Support

\$

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

\$

3.6 Capital Expenses and Related Items

Jump to question: 3.6

	Capital Expenses (\$)	Depreciation/ Amortization (\$)	(\$)	Funded Depreciation
Land and Buildings	\$ 0	\$ 0		\$ 0
Administrative and General Office Equipment	\$ 0	\$ 215487		\$ 0
Production Equipment	\$ 0	\$ 497055		\$ 0
CD&D and IT Equipment	\$ 0	\$ 90588		\$ 0
Production Content (Capitalization and Amortization of Shows/Content)	\$ 0	\$ 0		\$ 0
Other Capital Expenditures	\$ 0	\$ 0		\$ 0
Total	\$ 0	\$ 803130		\$ 0
Total Station Expenses (Including Depreciation)	-----	\$ 5979355		-----

Comments
 Question Comment

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)	\$ 7843
Telecommunications and Utilities (excluding Transmitter Power)	\$ 55825
Consulting, Contracted & Outsourced Personnel and Services Fees	\$ 72162
Legal Fees	\$ 8608
Accounting/Payroll Fees	\$ 0
Governance and Advisory Board Expenses	\$ 0
Insurance - Property, Liability & Other Corporate (Non-Employee Benefits)	\$ 0
Facilities Maintenance	\$ 0
Professional Development/Training (For All Staff)	\$ 67
Indirect Support including Occupancy (Excluding Indirect Transmitter Power)	\$ 507566
Interest Expense	\$ 72007
All Other Corporate Management & Support	\$ 146552

Total Corporate Management & Support

\$ 870630

4.2 Station Volunteers

Jump to question: 4.2

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

of Volunteer event days

54.00

Comments

Question

Comment

All Other Corporate Management & Support

Settlement of suit

5.1 Membership Revenue (<\$1,000)

Jump to question: 5.1

	New (\$)	Renewal (\$)	Re-join (\$)	Add-Gift (\$)	Total
Pledge/On Air	\$ 332032	\$ 37576	\$ 87851	\$ 52348	\$ 509807
Direct Mail	\$ 10799	\$ 102766	\$ 34425	\$ 32720	\$ 180710
Telemarketing	\$ 0	\$ 190	\$ 85	\$ 45	\$ 320
Web/Online	\$ 27628	\$ 9560	\$ 9581	\$ 4675	\$ 51444
Other Membership Programs	\$ 5556	\$ 7237	\$ 2486	\$ 2079	\$ 17358
Total	\$ 376015	\$ 157329	\$ 134428	\$ 91867	\$ 759639

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

Jump to question: 5.2

	New (#)	Renewal (#)	Re-join (#)	Total	Add-Gift (#)
Pledge/On Air	2351	287	638	3276	411
Direct Mail	270	1519	702	2491	718
Telemarketing	0	2	5	7	2
Web/Online	248	99	103	450	51
Other Membership Programs	91	50	29	170	19
Total	2960	1957	1477	6394	1201

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	6394	7595	\$ 759639
\$1,000 to \$9,999	31	39	\$ 40908

\$10,000 and above
 Total

\$
 \$

5.4 Gift Type Detail

Jump to question: 5.4

Matching Gifts (\$ Amount)
 Sustainer Gifts (# of Donors)

Total
 \$

5.5 Planned Giving Revenue Detail

Jump to question: 5.5

Total amount of Planned Giving
 Total

Realized in FY (#)

Realized in FY (\$)
 \$
 \$

5.6 Endowment Fund Detail

Jump to question: 5.6

Value of Fund at start of Fiscal Year?
 New Endowment Contributions
 Realized Investment Gains
 Unrealized Investment Gains (Losses)
 Discretionary spending from the Endowment Fund
 Discretionary additions to the Endowment Fund
 Value of Fund at end of Fiscal Year?
 Value of pledged gifts not yet received?

Endowment Fund (\$)
 \$
 \$
 \$
 \$
 \$
 \$
 \$
 \$

5.7 Development Expenses

Jump to question: 5.7

Premiums' Total
 Consulting, Contracted & Outsourced Personnel and Services Fees
 Other Expenses
 Total

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

5.8 Pledge Appeal Minutes

Jump to question: 5.8

	# of Minutes
Live	<input type="text"/>
Virtuals/Pledge Events	<input type="text" value="23446.02"/>
Pre-Taped Local Breaks	<input type="text"/>
Air-Checks	<input type="text"/>
Total	<input type="text" value="23446.02"/>
# of total Pledge Appeal Minutes between 11PM and 6AM?	
	<input type="text" value="8883.09"/>

Comments

Question

Comment

No Comments for this section

6.1 Underwriting Revenue Detail

Jump to question: 6.1

	Revenue (\$)
National Production Underwriting	<input type="text"/>
Local Production Underwriting	<input type="text"/>
Spot/Run of Schedule Underwriting	<input type="text" value="261015"/>
Educational Services Underwriting	<input type="text"/>
Community Engagement Underwriting	<input type="text"/>
Special Events/Other Underwriting	<input type="text"/>
Total	<input type="text" value="261015"/>

6.2 Production Underwriter Detail (National and Local Production Underwriting)

Jump to question: 6.2

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

Total

\$

6.3 Spot/Run of Schedule Underwriter Detail

Jump to question: 6.3

Total # of Underwriters Revenue (\$)

Individuals	<input type="text" value=""/>	\$ <input type="text" value=""/>
Businesses (For Profit Entities)	<input type="text" value="52"/>	\$ <input type="text" value="174028"/>
Foundations (Not For Profit Entities)	<input type="text" value="4"/>	\$ <input type="text" value="86987"/>
Government (Federal, State and Local and Other Gov't)	<input type="text" value=""/>	\$ <input type="text" value=""/>
All Other (CPB, PBS, NPR, Other Public Broadcasting Stations & Entities, Colleges & Universities, and All Other)	<input type="text" value=""/>	\$ <input type="text" value=""/>
Total	<input type="text" value="56"/>	\$ <input type="text" value="261015"/>

6.4 Underwriting Detail - Expenses

Jump to question: 6.4

Consulting, Contracted & Outsourced Personnel and Services Fees	\$ <input type="text" value="3368"/>	Direct
Other Expenses	\$ <input type="text" value="9972"/>	& In-Kind Expenses (\$)
Total	\$ <input type="text" value="13340"/>	

6.5 Spot/Run of Schedule Underwriting Contracts & Renewal Rate

Jump to question: 6.5

Total Number of separate underwriting contracts during the fiscal year (Generated Revenue in Question 6.3)?	<input type="text" value="74"/>	Amount
Underwriter Renewal Rate? (%)	<input type="text" value="56.00"/>	

Comments

Question

Comment

No Comments for this section

7.1 Auction Detail - Revenue

Jump to question: 7.1

Auction Total	\$ <input type="text" value="0"/>	Gross Realized Revenue (\$)
Total	\$ <input type="text" value="0"/>	

7.2 Auction Detail - Expenses

Jump to question: 7.2

Cost of purchased items to auction
 Consulting, Contracted & Outsourced Personnel and Services Fees
 Other Expenses
Total

Direct & In-Kind Expenses (\$)

\$
 \$
 \$
 \$

7.3 Number of Auctions

Jump to question: 7.3

TV broadcast auction (may include an online component) **Number of Auctions**
 Online only auction
Total

Number of Auction Days per Year

Comments
 Question
 No Comments for this section

Comment

8.1 Program Acquisition Expenses

Jump to question: 8.1

	Direct & In-Kind Expenses (\$)		
PBS Programs - NPS	\$ <input type="text" value="161259"/>		
PBS Programs - PFP	\$ <input type="text" value="86798"/>		
PBS Programs - PBS Plus & Other	\$ <input type="text" value="16043"/>		
NETA	\$ <input type="text" value="400"/>		
BBC	\$ <input type="text" value="12100"/>		
APT	\$ <input type="text" value="62872"/>		
Movie Packages (Other Distributors)	\$ <input type="text" value="0"/>		
All Other Program Acquisitions (Other Distributors)	\$ <input type="text" value="6513"/>		
Local Productions	<input type="text" value="-----"/>		
Total	\$ <input type="text" value="345985"/>		

	# of Hours of Programming Aired on Main Broadcast Channel (1 Stream)
PBS Programs - NPS	<input type="text" value="2009.50"/>
PBS Programs - PFP	<input type="text" value="728.25"/>
PBS Programs - PBS Plus & Other	<input type="text" value="592.00"/>
NETA	<input type="text" value="967.25"/>
BBC	<input type="text" value="249.00"/>
APT	<input type="text" value="2593.50"/>
Movie Packages (Other Distributors)	<input type="text" value="23.25"/>
All Other Program Acquisitions (Other Distributors)	<input type="text" value="964.75"/>
Local Productions	<input type="text" value="7.50"/>
Total	<input type="text" value="8135.00"/>

	# of Hours of Programming Aired on All Other Broadcast Channels
PBS Programs - NPS	<input type="text" value="5238.00"/>
PBS Programs - PFP	<input type="text" value="732.00"/>
PBS Programs - PBS Plus & Other	<input type="text" value="3134.75"/>
NETA	<input type="text" value="2492.25"/>
BBC	<input type="text" value="29.50"/>
APT	<input type="text" value="9149.75"/>
Movie Packages (Other Distributors)	<input type="text" value=""/>
All Other Program Acquisitions (Other Distributors)	<input type="text" value="3900.75"/>
Local Productions	<input type="text" value="20.50"/>
Total	<input type="text" value="24697.50"/>

8.2 Program Acquisition & Scheduling Expenses

Jump to question: 8.2

Program Acquisitions					
PBS Member Service Assessment (MSA)					
Consulting, Contracted & Outsourced Personnel and Services Fees					
Other Expenses					
Total					

Direct & In-Kind Expenses (\$)

\$	<input type="text" value="345985"/>
\$	<input type="text" value="70249"/>
\$	<input type="text" value="14101"/>
\$	<input type="text" value="4585"/>
\$	<input type="text" value="434920"/>

Jump to question: 8.3

8.3 PBS Program Differentiation
Are you a PBS PDP Station? Yes

Jump to question: 8.4

8.4 Ratings Data and Market Data			
2010			
Total Area Population Households (#)			
Estimated Total Commercial TV Ad Revenue (\$)			

<input type="text" value="1788000"/>
<input type="text" value="326700000"/>

Comments

Comment

Nielsen Prime-Time Average Quarter Hour Households			
Nielsen Full Day Average Cumulative Households: Weekly (#)			
Nielsen Full Day Average Cumulative Households: Daily (#)			
Sign-On/Sign-Off DMA Share Percent (%)			
Total Area Population Households (#)			
Estimated Total Commercial TV Ad Revenue (\$)			

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

Jump to question: 9.1

Contracted Personnel (Including Outside Producers, Directors, Talent/On Air Hosts etc.), Services and Equipment Rental	National Broadcast Production	<input type="text" value="18075"/>	Local Broadcast Production	<input type="text" value="11782"/>	Non Broadcast Production (Includes Fixed Point to Point Delivery, Web, etc.)	<input type="text" value="0"/>
Other Expenses						
Total Production Services Expenses						

\$	<input type="text" value="0"/>
\$	<input type="text" value="29857"/>

