



**SABS FY2023  
Instruction Guide  
Version 20-1**

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## **General Survey Instructions**

**We have updated this instruction manual to help station personnel complete the FY2023 SABS survey questions. The *intent* is to provide instructions and examples that make the survey less time consuming while ensuring the greatest degree of consistency in the answers of each station.**

All CPB-supported grant recipients must complete questionnaires. CPB will not make the second payment for Fiscal Year 2023 CSGs until we have received the Fiscal Year 2023 Annual Financial Report (AFR), Station Activities Benchmarking Study (SABS) and the 2023 Annual Station Activity Survey (SAS); nor will CPB distribute 2024 grants prior to receipt of the survey.

Late filing of this survey could result in a reduction of your CSG payment, equal to 1/365th of the grant per day that the survey is late. If circumstances beyond your control require late submission of your SABS survey, you are now able to request an extension via the Integrated Station Information System website within your survey. Please note, that you must file separate SABS and SAS extensions if you require submission dates past the original due date.

### *Error/Warning Messages*

SABS contains error (highlighted in RED) and warning messages (highlighted in YELLOW) within the survey to minimize data entry mistakes while ensuring consistency throughout the survey. You **MUST** correct all RED error messages before you can submit the SABS survey to CPB. Please review all YELLOW warning messages and make any necessary updates or comments before submitting your SABS survey. Please send an e-mail to [SABS@cpb.org](mailto:SABS@cpb.org) if you have any questions about error/warning messages within the SABS survey.

No major changes have been made to the FY2023 SABS survey.

## **Station Information**

### **1.1 Balance Sheet/Statement of Financial Position (Station Balance Sheet)**

The information in this section should be obtained from your station's audited financial statements. The purpose of this information is to obtain information that gives a 'snapshot' of your station's health at a specific point in time. The remaining financial questions outside of question #1.1 are to capture information as it relates to the income statement.

If you are a joint licensee please indicate in question (#1.1) if you have included Television only, or Television and Radio information in your responses to this question. Unless indicated otherwise, please report only information pertaining to your Television operations for all other questions within this survey.

**End of Previous FY** – information for the end of the prior fiscal year is pre-populated in this column from your prior year's SABS responses. If this data is incorrect or requires updating, please contact the SABS Support Team to request the required actions.

**End of Current FY** – provide information as of the end of this fiscal year in this column.

*Assets: The Assets section captures all economic resources of the station that can usefully be expressed in monetary terms, including, but not limited to: cash, accounts receivable, inventories, and plant and equipment.*

#### **Cash and Cash Equivalents:**

**Cash** - the station's total amount of paper money, coins, checks, money orders and money on demand deposited with financial institutions.

**Cash Equivalents** - all short-term, highly liquid investments. The investment must be easily convertible into a known amount of cash and be close enough to maturity such that its market value is not sensitive to interest rate changes, generally accepted to be 90 days or less.

**Accounts Receivables** - claim against a DEBTOR for an uncollected amount, generally from a completed transaction of sales or services rendered.

**All Other Current Assets** – all other investments, accounts receivable, inventories and other assets that are likely to be converted into cash, sold, exchanged or expensed in the normal operating cycle of the station, generally accepted as one year. Include those portions of endowment or quasi-endowment funds regarded as current assets.

**All Non-Current Assets** – all assets not expected to be converted into cash, sold or exchanged within the normal operations cycle of the station, generally accepted as one year. Examples of non-current assets include fixed assets such as long-term investments, endowments, real estate, machinery and other equipment. Include those portions of endowment or quasi-endowment funds regarded as long-term investments.

**Total Assets** – subtotal of all station assets. A warning message will be displayed if the Total Assets for the current fiscal year has a variance  $\geq +$  or  $- 25\%$  than the prior fiscal year. Please use the comment box to explain this variance before submitting the survey.

**Total Deferred Outflow of Resources (TDOR)** – a consumption of net assets by the government that is applicable to a future reporting period. For example, prepaid items and deferred charges.

*Liabilities: The Liabilities section captures all obligations resulting from past transactions that require the station to pay money, provide goods or perform services in the future.*

**Accounts Payable** – amount owed to a CREDITOR for delivered goods or completed services.

**All Other Current Liabilities** – debts incurred by the station as part of normal operations that will be repaid as a part of the normal operating cycle, generally accepted as one year. Examples include, but are not limited to accounts payable, accrued payroll, deferred revenue, short-term loans and that portion of long-term loans due in one year.

**Pensions and Other Postemployment Benefits (Non-Current)** – liability for future payments related to Pension and Other Postemployment Benefit plans that states and local governments provide to their retired employees. These benefits principally involve health care benefits, but also may include life insurance, disability, legal and other services.

**All Other Long Term Liabilities** – debts incurred by the station as part of normal operations that will not be repaid as a part of the normal operating cycle, generally accepted as one year.

**Total Liabilities** – subtotal of all station liabilities. A warning message will be displayed if the Total Liabilities for the current fiscal year has a variance  $\geq +$  or  $- 25\%$  than the prior fiscal year. Please use the comment box to explain this variance before submitting the survey.

**Total Deferred Inflow of Resources (TDIR)** – an acquisition of net assets by the government that is applicable to a future reporting period. For example, deferred revenue and advance collections.

*Net Assets: Net Assets is the difference between the station's total assets and total liabilities.*

**Invested in Capital Assets (Net of Related Debt)** – include restricted capital assets, net of accumulated depreciation and reduced by the outstanding balances of any bonds, mortgages, notes or other borrowings that are attributable to the acquisition, construction or improvement of those assets. This category of Net Assets is generally associated with stations adhering to GASB, rather than FASB accounting standards.

**Other Restricted Net Assets** - The component of net assets that reports the constraints placed on the use of net assets by either external parties and/or enabling legislation, including, but not limited to externally imposed by creditors (such as through debt covenants), grantors, contributors or laws or regulations of other governments. Include both temporarily restricted and permanently restricted net assets.

**Unrestricted Net Assets** – The portion of the difference between assets and liabilities not reported in the ‘Invested in Capital Assets’ or ‘Other Restricted Net Assets’ sections. The only limits on the use of the unrestricted net assets are the broad limits resulting from the nature of the organization.

**Total Net Assets** – subtotal of all station net assets. A warning message will be displayed if the Total Net Assets for the current fiscal year has a variance  $\geq +$  or  $- 25\%$  than the prior fiscal year. Please use the comment box to explain this variance before submitting the survey.

**Balance Formula ((TA + TDOR – (TL + TNA+TDIR)) – Total Assets minus Total Liabilities minus Total Net Assets must equal zero!** An error message will be displayed and you will not be able to submit your SABS survey results unless this balance formula equals zero. An error message will also be displayed and you will not be able to submit your SABS survey if you do not complete the End of the Current FY balance sheet information.

## **1.2 Filing Status (applicable to Joint Licensees ONLY)**

Use the drop down to select the manner in which you reported audited financial results related to your joint television and radio operations:

**Joint Licensee: Reporting Separately** – licensed for TV and Radio and prepare/maintain separate audited financial results related to the respective operations.

**Joint Licensee: Reporting Combined** - licensed for TV and Radio and prepare/maintain a single, combined set of accounting books for the entire operation.

## **Revenue**

The Revenue section captures all station revenue by source and type. In general, when completing this section, please report your station's revenue to align with the activity or activities involved to generate these sums. The total revenue for this section should equal the total revenue on the income statement of your station's audited financial statements.

### **2.1 Total Station Revenue**

The total revenue for this question should equal the total revenue on the income statement of your station's audited financial statements. This total should include revenue from friends groups if you include such revenue on the CPB AFR. The intent of this question is to understand the activity and/or functional area that generated the revenue. The Total Station Revenue amount for this question (including both Passive and Non-Passive Revenue) must equal the Total Station Revenue from question #2.2. An error message will be displayed and you will not be able to submit the survey until the totals are equal. **<The total station revenue reported in question #2.1 should match the total station revenue reported when summing AFR Schedule A Line 22, Schedule B Tab 3 Line 5, Schedule C Line 6 and Schedule D Line 8>.** An error message will be displayed if the total station revenue you reported has a significant variance from the prior year total station revenue. Please review to make sure the revenue reported is correct and provide a comment for the increase or decrease from the prior year before submitting the survey.

Prior to filling out the Revenue question, you may want to review and/or complete the revenue details of each question covered later in the survey. The questions for which revenue data will be pre-filled are as follows (please note that these sources will only pre-fill **after** the subsequent detailed sections are completed):

***Membership (Contributions <\$1,000)* – membership (Contributions <\$1,000) revenue will be pre-filled from the total 'Membership Revenue (<\$1,000)' in question #5.1.**

***Major Giving (Contributions >= \$1,000)* – major giving (Contributions >= \$1,000) revenue will be pre-filled from the total 'Cumulative Annual Gifts' in question #5.3 less the Membership (Contributions < \$1,000).**

***Planned Giving (Realized)* – planned giving (realized) revenue will be pre-filled from the total of the 'Realized in FY (\$)' column of the 'Planned Giving Revenue Detail' question #5.5.**

***Endowment* – endowment revenue will be pre-filled from the total 'Endowment' column in question #2.2 less 'Interest and Dividends: Endowment' less 'Realized Gains (Losses) on Marketable Securities Transactions: Endowment' less 'Unrealized Gains (Losses) on Marketable Securities Transactions: Endowment' in question #2.1.**



***Production Underwriting*** – production underwriting revenue will be pre-filled from the total of the ‘Revenue (\$)’ column of the ‘Production Underwriter Detail’ question #6.2.

***Spot/Run of Schedule Underwriting*** – spot/run of schedule underwriting revenue will be pre-filled from the total of the ‘Revenue (\$)’ column of the ‘Spot/Run of Schedule Underwriter Detail’ question #6.3.

***All Other Underwriting*** – all other underwriting revenue will be pre-filled from the sum of the Educational Services, Community Engagement, Special Events/Other Underwriting rows of the ‘Underwriting Revenue Detail’ question #6.1.

***Content Distribution Activities*** – content distribution activities revenue will be pre-filled from the total of the ‘Revenue (\$)’ column of the ‘Total Revenue Generated by Content Distribution & Delivery Activities’ question #9.1.

***Passive Revenue includes the following:***

**Royalties** – enter the total of all royalty income and be certain to exclude licensing fees from this amount. <This amount should match AFR Schedule A Line 15b>

**Copyright Tribunal Distribution** – enter the total of all revenue received as pass-through funds from NPR or PBS that were generated from copyright user fees. <This amount should match AFR Schedule A Line 15c>

**Gain on Sale of Assets – Property and Equipment** – enter the net amount from the sale of property and equipment. <This amount should match AFR Schedule A Line 16a plus AFR Schedule A Line 21a>

**Interest and Dividends: Non-Endowment** – report interest and dividends generated on investments other than your endowment or quasi-endowment funds. <This amount should match AFR Schedule A Line 15a plus any Non-Endowment portion of Schedule A Line 21b>

**Interest and Dividends: Endowment** – report interest and dividends generated by your endowment or quasi-endowment funds. <This amount should match AFR Schedule A Line 17b plus any Endowment portion of Schedule A Line 21b>. The sum of ‘Interest and Dividends: Endowment’ plus ‘Realized Gains (Losses) on Marketable Securities Transactions: Endowment’ will be used to pre-populate the ‘Realized Investment Gains’ in question 5.6.

**Realized Gains/Losses on Marketable Securities Transactions: Non-Endowment** – report gains or losses realized from transactions of marketable securities other than those related to your endowment or quasi-endowment funds. <This amount should match AFR Schedule A Line 16b>

**Realized Gains/Losses on Marketable Securities Transactions: Endowment** - report gains or losses realized from transactions of marketable securities related to your endowment or quasi-endowment funds. <This amount should match AFR Schedule A Line 17c>. The sum of

‘Realized Gains (Losses) on Marketable Securities Transactions: Endowment’ plus ‘Interest and Dividends: Endowment’ will be used to pre-populate the ‘Realized Investment Gains’ in question 5.6.

**Unrealized Gains/Losses on Marketable Securities Transactions: Non-Endowment** – report gains or losses not yet realized from transactions of marketable securities other than those related to your endowment or quasi-endowment funds. **<This amount should match AFR Schedule A Line 16c>**

**Unrealized Gains/Losses on Marketable Securities Transactions: Endowment** - report gains or losses not yet realized from transactions of marketable securities related to your endowment or quasi-endowment funds. **<This amount should match AFR Schedule A Line 17d>**. The amount will be used to pre-populate the ‘Unrealized Investment Gains (Losses)’ in question 5.6.

**Total Passive Revenue** – subtotal of passive revenue sources. An error message will be displayed if the Total Passive Revenue for the current fiscal year has a variance  $\geq +$  or  $- 25\%$  than the prior fiscal year. You will not be able to submit your SABS survey until you explain this variance in the comment box.

**Non-Passive Revenue** – excludes all passive revenue and includes the following:

**CPB CSG** – include the sum of all funds received from CPB Community Service, as well as funds from any supplemental CSG grant programs, including Universal Service Support Grant, Distance Service Grant and the Healthy Network Initiative Grant. A warning message will be displayed if CPB CSG Revenue is not greater than 0. **<This amount should match AFR Schedule A Line 2a>**

**Membership (Contributions <\$1,000)** – membership (Contributions <\$1,000) revenue will be pre-filled from the total ‘Membership Revenue (<\$1,000)’ in question #5.1. This amount includes all cumulative gross revenue received from contributors giving less than \$1,000 during the fiscal year, including membership revenue obtained by friends’ groups. For example, if Jane Smith contributed \$250 in month one of the fiscal year and \$500 in month six of the same fiscal year, then she would have cumulatively contributed \$750 and this should be reported as \$750 of Membership revenue. If a contributor gives a cumulative amount that exceeds \$1,000 within the fiscal year, this revenue is reported as Major Giving revenue.

Sustainer Gifts that meet the above criteria for cumulative gift <\$1,000 and any employer contributed Matching Gifts corresponding with Membership revenue (regardless of the amount ‘matched’), will be included in the Membership revenue totals reported here, per the specific instructions provided for question #5.1.

**Major Giving (Contribution  $\geq$ \$1,000)** – major giving (Contributions  $\geq$  \$1,000) revenue will be pre-filled from the total ‘Cumulative Annual Gifts’ in question #5.3 less ‘Membership (Contributions < \$1,000)’ in question #2.1. This amount includes all cumulative gross revenue received from contributors giving \$1,000 or more during the fiscal year, including major giving revenue obtained by friends group. For example, if Jane Smith contributed \$800 in month one of the fiscal year and \$500 in month six of the same fiscal year, then she would have cumulatively

contributed \$1,300 and this should be reported as \$1,300 of 'Major Giving' revenue. If a contributor gives a cumulative amount less than \$1,000 within the fiscal year, this revenue is reported as Membership revenue.

Sustainer Gifts that meet the above criteria for cumulative gifts  $\geq$  \$1,000 and any employer contributed Matching Gifts corresponding with Major Giving revenue (regardless of the amount 'matched'), will be included in the Major Giving revenue totals reported here, per the specific instructions provided for question #5.3.

**Planned Giving (Realized)** – planned giving (realized) revenue will be pre-filled from the total of the 'Realized in FY (\$)' column of the 'Planned Giving Revenue Detail' question #5.5. Report only those planned gift revenues actually meeting the GAAP revenue recognition criteria used in your audit, not gifts that you are expecting to receive. Planned gifts could include charitable remainder trusts, charitable lead trusts, charitable gift annuities, pooled income funds, gifts of insurance, gifts of retirement plans and bequests.

**Capital** – Capital revenue reported here should include all capital contributions and/or appropriations, including indirect and/or in-kind capital contributions and regardless of the 'appropriation year,' contributed for the construction of new facilities (land and structures), expansion of existing facilities and/or acquisition of new equipment. Include funds contributed via a formal 'Capital Campaign,' or other means for capital expenditures such as funding of future national productions; repayment of indebtedness incurred to acquire a station license; capital to increase distribution of a station's news and information service; or engaging in other programmatic projects. The amount entered here should be less than or equal to the amount of cash contributions entered in the 'Capital' column of question #2.2 plus any indirect and/or in-kind capital contributions.

**Endowment** – Endowment revenue will be pre-filled from the total amount entered in the 'Endowment' column of question #2.2 less any passive endowment revenue reported above in question #2.1. Report all contributions restricted by the donor to endowment or quasi-endowment investment vehicles with the intent of funding long-term financial support of the station. Quasi-endowments mimic endowment funds but are restricted by mandate of management or the board. Include only endowment revenues meeting the GAAP revenue recognition criteria used in your audit.

**Grant Solicitation (Competitive)** - revenue reported here should include only those 'competitive' grants where your station actively pursued the funding by completing a grant application, hosting a site visit, completing a final report, etc. Such a grant would have other applicants competing for the funding, and your station's probability of achieving the funding is less than one hundred percent (i.e.: you are not sure at the time of submission if you are going to 'win' the grant). Once awarded the grant, information may be given to the grantor throughout the life of the project or upon completion of the project. Some examples that should be included are National Science Foundation, National Endowment for the Arts, National Endowment for the Humanities, Institute of Museum and Library Science, Ready to Learn (RTL), American Graduate, Veterans Coming Home, etc.

As an additional distinction to differentiate Competitive Grant Revenue from Production Underwriting Revenue, please report revenue resulting from your station's response to a specific RFP – or similar notification of monies made available for a specific, desired effort by the funding entity – as Competitive Grant Revenue. The primary process for raising these funds is likely in response to information from the prospective donor, such as an RFP or a known grant round cycle, that a particular pot of money is available for a specific period of time to achieve a particular purpose. Your station then competes with other entities to secure the 'pot' of money.

If you are aware of an entity that has money to give away, in general, and you submit a proposal to get some of this funding *in return for the 'naming opportunity' or acknowledgement of their 'assistance' associated with the airing of the specific production*, please report this as Production Underwriting revenue. If a donor makes funds available, in general, and recognition is not the primary reason for granting the funds to your station, report this as 'Other Revenue.'

Do not include appropriations or grants that your station receives as a matter of course. Some examples that should not be included, PBS Specific Programs, PBS advertising grants, etc.

**Production Underwriting** – production underwriting revenue will be pre-filled from the 'Total Revenue (\$)' for Production Underwriter Detail' in question #6.2. Revenue reported here should be underwriting received with the expressed purpose of producing a specific National or Local program and, in return, credit for the underwriting 'assistance' is 'embedded' directly within the program produced. *The primary intent of the Production Underwriter is the 'naming opportunity' or acknowledgement associated with the airing of the specific production.* In other words, the primary reason for the donor's gift is to have their name attached to the project; this often equates to a 'media buy' in their minds.

As an additional distinction to differentiate Competitive Grant Revenue from Production Underwriting Revenue, please report revenue resulting from your station's response to a specific RFP – or similar notification of monies made available for a specific, desired effort by the funding entity – as Competitive Grant Revenue. If you are aware of an entity that has money to give away, in general, and you submit a proposal to get some of this funding *in return for the 'naming opportunity' or acknowledgement of their 'assistance' associated with the airing of the specific production*, please report this as Production Underwriting revenue.

**Spot/Run of Schedule Underwriting** – spot/run of schedule underwriting revenue will be pre-filled from the 'Total Revenue (\$)' for Spot/Run of Schedule Underwriter Detail' in question #6.3. Revenue reported here should be generated by the underwriting department and is placed in the interstitial schedule, defined here as the time between programs. Do not include underwriting within the program used to acknowledge a supporter of that specific project. This is sponsorship, solicited by your station, which does not go into the program portion. An example of this would include a tape that has 58 minutes of programming within a block of 60 minutes. The definition of interstitial is the 2 minutes. *The primary intent of the Spot/Run of Schedule Underwriter is the 'naming opportunity' or air acknowledgement of their general support of your station's operations and/or strategic mission(s).* In other words, the primary reason for the donor's gift is to have their name attached to the station; this often equates to a 'media buy' in their minds.

**All Other Underwriting** – all other underwriting revenue will be pre-filled from the sum of the ‘Educational Services, Community Engagement and Special Events/Other Underwriting Revenue rows of the ‘Underwriting Revenue Detail’ question #6.1. Include all revenues for underwriting purposes not reported in production underwriting or spot/run of schedule underwriting, and include underwriting for Educational Services, Community Engagement and Special Events, regardless of whether the ‘naming opportunity’ or acknowledgement granted in return is aired or otherwise ‘attached to’ the event, message, material, etc. ***The primary intent of the Underwriter here is the agreed upon form of ‘naming opportunity’ or acknowledgement of their support of your station’s operations, strategic mission(s) or specific event or distribution.*** In other words, the primary reason for the donor’s gift is to have their name attached to the project; this often equates to a ‘media buy’ in their minds. Exclude sponsorship of auction activities and report these amounts in the ‘Auction’ category.

**Contract Production & Services** – include revenue where the station used its production capacity to generate revenues. The results of any contract production may not be aired by, nor the copyright maintained by your station. This would include the revenue generated by contracting out people, facilities and/or equipment for production.

Note: while not common, the practice of airing content in conjunction with a contracted production effort is gaining in significance. The above explanation defines the ‘rule,’ but should leave room for such exceptions and the revenue and expenses for contracted production that you do not own, but that you do have the right to air should also be captured in ‘Contract Production and Services’ as well.

**Content Distribution Activities** – content distribution activities revenue will be pre-filled from the ‘Total Revenue Generated by Content Distribution & Delivery Activities’ in question #9.1. Include revenue where the station used its distribution capacity to generate revenues, such as revenue generated by the use of uplink/teleconferencing or datacasting services, or by renting space on the station’s transmitter tower. Do not include contributions or grants restricted to CD&D activities.

**Program Guide** – report net revenues from the ‘news stand’ sale of program guides, and the sale of advertising from any media. Include revenues from printed media and other non-broadcast transmission, including on-line guide. Also include revenue from the cover price or ad space sold within the guide, and any ad space sold digitally related to the program guide.

**Auction** – include only gross revenues from the sale of auctioned items for both broadcast and on-line auctions. Do not include revenue where auctions are simply part of a special event.

<This amount should match AFR Schedule A Line 13a>

**Subsidiaries** – report revenues from subsidiaries for activities such as videotape sales, ancillary distribution rights, content sold to another program distributor, content or footage sold to another commercial entity, telemarketing services, etc. <This should match AFR Schedule A Line 12>

**State Government Appropriation (Unrestricted)** – report all revenues from state government appropriations, regardless of the ‘appropriation year.’ Include State CSGs and

other non- competitive state funds here. An error message will be displayed and you will not be able to submit your SABS survey if State Government Appropriation (Unrestricted) is greater than the Total State Government in question #2.2.

**All Other** – report all non-passive revenue not already reported in another non-passive revenue category above. Examples include renting excess office space, non-competitive grants not reported elsewhere (including non-competitive production grants), video sales, ancillary distribution rights, content sold to another program distributor, content or footage sold to another commercial entity, telemarketing services, proceeds from special events or fee for service, university appropriations and indirect administrative support provided and not reported above. Examples of revenue from Special Events include revenue generated from admission ticket sales, silent and/or live auctions, raffles, food, beverage and clothing sales, etc. in conjunction with station-sponsored, community-based, special fund raising activities open to station members and/or the ‘general public.’. “Licensing Fees” that are not related to “Royalties” should also be reported in “All Other”. The CPB Interconnection grant should be reported in “All Other”.

**Total Non-Passive Revenue** – subtotal of all non-passive revenue sources. An error message will be displayed if the Total Non-Passive Revenue for the current fiscal year has a variance  $\geq +$  or  $- 25\%$  than the prior fiscal year. You will not be able to submit your SABS survey until you explain this variance in the comment box.

**Total Station Revenue** – the total revenue for this question should equal the total revenue on the income statement of your station’s audited financial statements. This total should include revenue from friends’ groups if you include that revenue on the CPB AFR. If your station’s membership revenue is different than the amount on the audit because FASB requires premiums to be deducted from gross revenue where they are greater than nominal value then the total revenue may not equal the total revenue on the income statement of your station’s financial statements. The intent of this question is to understand the activity and/or functional area that generated the revenue. <The total station revenue reported in question #2.1 should match the total station revenue reported when summing AFR Schedule A Line 22, Schedule B Tab 3 Line 5, Schedule C Line 6 and Schedule D Line 8>. An error message will be displayed and you will not be able to submit your SABS survey until the Total Station Revenue in question #2.1 (including both Passive and Non-Passive Revenue) is equal to the Total Station Revenue in question #2.2. An error message will be displayed if the total station revenue you reported has a significant variance from the prior year total station revenue. Please review to make sure the revenue reported is correct and provide a comment for the increase or decrease from the prior year before submitting the survey.

## 2.2 Revenue Sources and Type

Total revenue for this question should equal the total revenue on the income statement of your station’s audited financial statements. This total should include revenue from friends’ groups if you include that revenue on the CPB AFR. The intent of this question is to understand who/what source provided the funding (row distinctions) and the type of funding provided (column distinctions). The Total Station Revenue amount for this question must equal the Total Station Revenue from question #2.1. <The total station revenue reported in question #2.1 should match the total station revenue reported when summing AFR Schedule A Line 22, Schedule B Tab 3



Line 5, Schedule C Line 6 and Schedule D Line 8>. An error message will be displayed and you will not be able to submit the survey until the totals are equal.

*Types of Revenue (Columns)*

**Total Trade/In-Kind Revenue** – report all non-cash revenue for services, property and equipment, other than Indirect Support including Occupancy. <This total trade/in-kind revenue should match AFR Schedules C and D>. A warning message will be displayed if the Total Trade/In-Kind Revenue for the current fiscal year has a variance  $\geq +$  or  $- 25\%$  than the prior fiscal year. Please use the comment box to explain this variance before submitting the survey.

**Indirect Support Including Occupancy** – applies only to Institutional or State licensees and must be reported in the station grantee’s audited financial statements. Examples include indirect rent, utilities, accounting services, security, etc. If you receive cash from the Institution or State and then use this to pay the expense directly, please do not include this as Indirect Support (this will be included in ‘All Other Revenue’ below). The total for ‘Indirect Support including Occupancy’ should equal the total of the Indirect Support Expenses entered in question #3.5. <This total indirect support including occupancy should match AFR Schedule B>. A warning message will be displayed if the Indirect Support Including Occupancy Revenue for the current fiscal year has a variance  $\geq +$  or  $- 25\%$  than the prior fiscal year. Please use the comment box to explain this variance before submitting the survey.

**Capital** – report all cash capital contributions and/or appropriations by source, regardless of the ‘appropriation year,’ contributed for the construction of new facilities (land and structures), expansion of existing facilities, acquisition of new equipment, etc. Do not include any indirect or in-kind capital contributions in this column, as these amounts are to be included in the ‘Total Trade/In-Kind Revenue’ or ‘Indirect Support Including Occupancy’ columns of this question. Funds contributed via a formal ‘Capital Campaign,’ or by other means, for capital expenditures such as funding of future national productions; repayment of indebtedness incurred to acquire a station license; capital to increase distribution of a station’s news and information service; and to engage in other programmatic projects should be included here. <This amount should be greater than or equal to the sum of AFR Schedule A Line 1a, 3.2d, 4.2d, 5.2d, 6.2d, 7.2d, 8.2d, 9.2d, 18a and 21e>. A warning message will be displayed if the Capital Revenue for the current fiscal year has a variance  $\geq +$  or  $- 25\%$  than the prior fiscal year. Please use the comment box to explain this variance before submitting the survey.

**Endowment** – report all contributions to the endowment fund by source and report all investment interest and dividends; realized and/or unrealized gains/losses from investments in the ‘All Other Sources’ row. We assume there will never be an indirect or in-kind contribution provided to your station and restricted to your station’s endowment. However, if your station receives such a contribution and then sells the asset, adding the proceeds to the endowment, this should be included in the ‘Total Trade/In-Kind Revenue’ or ‘Indirect Support Including Occupancy’ columns of this question, and you should also report the proceeds as a ‘Discretionary Addition to the Endowment’ in question #5.6. Do not report any discretionary additions to the Endowment as revenue in the endowment column of question #2.2. <This amount may match AFR Schedule A Line 17>. You may want to go and fill out the

'Endowment Fund Detail' question, #5.6 within the 'Development' section prior to completing this column. An error message will be displayed and you will not be able to submit your SABS survey if the amount for All Other sources Endowment in question #2.2 is less than the sum of Interest and Dividends: Endowment, Realized Gains (Losses) on Marketable Securities Transactions: Endowment, and Unrealized Gains (Losses) on Marketable Securities Transactions: Endowment in question #2.1. A warning message will be displayed if the Endowment Revenue for the current fiscal year has a variance  $\geq +$  or  $- 25\%$  than the prior fiscal year. Please use the comment box to explain this variance before submitting the survey.

**All Other Revenue** – report all other cash revenue, restricted or unrestricted, not captured in the 'Trade/In-Kind, 'Indirect Support including Occupancy', 'Capital' or 'Endowment' columns of this question. Please note the amount entered in this column may very well be the largest amount of revenue reported in this question. A warning message will be displayed if the All Other Revenue for the current fiscal year has a variance  $\geq +$  or  $- 25\%$  than the prior fiscal year. Please use the comment box to explain this variance before submitting the survey.

*Sources of Revenue (Rows)*

**Federal Government (Non-CPB)** - enter all federal funds received by the station and recognized in the audited financial statements. Report funds provided directly to you (the grantee) by the United States or any agency or instrumentality of the United States, as well as federal grants or payments to an intermediary organization where the terms specifically require that the funds retain their federal identity if passed on to other parties or if they are restricted for public broadcasting purposes.

Funds are NOT considered 'federal' if they are provided by the federal government in the following manners:

- Funds provided by the federal government to a non-federal organization, including the licensee of an institutional station, where the organization has discretion over the distribution of the funds and distributes them to the station. An example includes discretionary federal work-study funds that a university distributes to its station.
- Matching funds required to qualify for a federal grant. For example, if capital campaign funds are raised as revenue required as a match for a federal grant, you should not report the capital campaign funds as revenue from the federal government. Instead, you should report this revenue to correspond with the source(s) of the actual contribution.

<The total of this row should match AFR Schedule A Line 1 plus any amount from Schedule C and/or D that is appropriate>. A warning message will be displayed if the Federal Government (NON-CPB) Revenue for the current fiscal year has a variance  $\geq +$  or  $- 25\%$  than the prior fiscal year. Please use the comment box to explain this variance before submitting the survey.

**State Government** - enter all state government funds received by the station and recognized in the audited financial statements. Report only funds, including grants, payments or appropriations, authorized and appropriated by a state government or state government agency including state public broadcasting agencies or networks. Do not include funds from state colleges and universities, as these funds should be included in the 'State and Other Tax Supported Colleges and Universities' source row. <The total of this row should match AFR Schedule A Line 4, plus any amount from Schedule B, C and/or D that is appropriate>. A



warning message will be displayed if the State Government Revenue for the current fiscal year has a variance  $\geq +$  or  $- 25\%$  than the prior fiscal year. Please use the comment box to explain this variance before submitting the survey. An error message will be displayed and you will not be able to submit your SABS survey if State Government is less than the State Government Appropriation (Unrestricted) in question #2.1.

**Local and All Other Government** - enter all funds received by the station and recognized in the audited financial statements from Local and All Other Government entities. Include all grants, payments or appropriations from local governmental agencies, including county governmental support. Exclude unspent funds returned to a granting agency. Only stations residing outside of the U.S., such as WTJX in the Virgin Islands or WIPR and WMTJ in Puerto Rico should include support received from their respective government agencies on the 'Local and All Other Government' row. All stations residing in the U.S. and receiving revenue from foreign governments such as Canada or Mexico should report this revenue on the 'All Other Sources' row. **<The total of this row should match AFR Schedule A Line 3, plus any amount from Schedule B, C and/or D that is appropriate>**. A warning message will be displayed if the Local and All Other Government Revenue for the current fiscal year has a variance  $\geq +$  or  $- 25\%$  than the prior fiscal year. Please use the comment box to explain this variance before submitting the survey.

**CPB** – enter all CPB funds received by the station and recognized in the audited financial statements, including the CSG grant. Digital Distribution Fund (DDF) and Digital Universal Service Fund (DUSF) grants, although administered by PBS on behalf of CPB, should be reported under CPB revenues. National Center for Media Engagement (NCME) grants should also be reported under CPB revenues. **<The total of this row should match the sum of AFR Schedule A Lines 2a and 2b plus any amount from Schedule C and/or D that is appropriate>**. An error message will be displayed and you will not be able to submit your SABS survey if the amount for 'All Other Revenue' for CPB is less than the 'CPB CSG Revenue' in question #2.1. A warning message will be displayed if the CPB Revenue for the current fiscal year has a variance  $\geq +$  or  $- 25\%$  than the prior fiscal year. Please use the comment box to explain this variance before submitting the survey.

**PBS** - enter all PBS funds received by the station and recognized in the audited financial statements. Include revenue distributions from PBS National Satellite Service. Digital Distribution Fund (DDF) and Digital Universal Service Fund (DUSF) grants, although administered by PBS on behalf of CPB, should be reported under CPB revenues and not here. Report PBS National Datacast funds as revenue from 'Businesses,' and PBS Adult Learning Service (ALS) pass-through funds as 'Other' revenue. **<The total of this row should match AFR Schedule A Line 2c plus any amount from Schedule C and/or D that is appropriate>**. A warning message will be displayed if the PBS Revenue for the current fiscal year has a variance  $\geq +$  or  $- 25\%$  than the prior fiscal year. Please use the comment box to explain this variance before submitting the survey.

**NPR** – enter all NPR funds received by the station and recognized in the audited financial statements. Remember this is only revenue from NPR intended to support your station's television operations. **<The total of this row should match AFR Schedule A Line 2d plus**

**any amount from Schedule C and/or D that is appropriate>**. A warning message will be displayed if the NPR Revenue for the current fiscal year has a variance  $\geq +$  or  $- 25\%$  than the prior fiscal year. Please use the comment box to explain this variance before submitting the survey.

**Public Broadcasting Stations** – enter all funds received by the station and recognized in the audited financial statements from other Public Broadcasting Stations and affinity groups. **<The total of this row should match AFR Schedule A Line 2e plus any amount from Schedule C and/or D that is appropriate>**. A warning message will be displayed if the Public Broadcasting Stations Revenue for the current fiscal year has a variance  $\geq +$  or  $- 25\%$  than the prior fiscal year. Please use the comment box to explain this variance before submitting the survey.

**Individuals** - enter all funds received by the station from individuals and recognized in the audited financial statements. Individual revenue activity through membership, major giving planned giving, auction, special events, sales of goods and services, etc. is included in this total. **<The total of this row will not match any line of the AFR plus any amount from Schedule C and/or D that is appropriate>**. A warning message will be displayed if the Individuals Revenue for the current fiscal year has a variance  $\geq +$  or  $- 25\%$  than the prior fiscal year. Please use the comment box to explain this variance before submitting the survey.

**Businesses (For Profit Entities)** - enter all funds received by the station and recognized in the audited financial statements from Businesses and/or other For-Profit concerns. For this question report gross revenue received from commercial stations, networks, cable companies and other for-profit-entities. Include underwriting revenue and payments for goods and services received from for-profit entities. **<The total of this row should match AFR Schedule A Line 9 plus any amount from Schedule C and/or D that is appropriate>**. A warning message will be displayed if the Businesses (For Profit Entities) Revenue for the current fiscal year has a variance  $\geq +$  or  $- 25\%$  than the prior fiscal year. Please use the comment box to explain this variance before submitting the survey.

**Foundations (Not-For-Profit Entities)** – enter all funds received by the station and recognized in the audited financial statements from all Foundations and/or all other Not-For-Profit concerns. This would include all foundations, including corporate, private and other, national, regional or local, as well as any non-profit associations. **<The total of this row should match AFR Schedule A Line 8 plus any amount from Schedule C and/or D that is appropriate>**. A warning message will be displayed if the Foundations (Not-For-Profit Entities) Revenue for the current fiscal year has a variance  $\geq +$  or  $- 25\%$  than the prior fiscal year. Please use the comment box to explain this variance before submitting the survey.

**State and State Supported Colleges and Universities** – enter all funds received by the station and recognized in the audited financial statements from State and Other Tax Supported Colleges and Universities. Include report grants, payments or appropriations received from state colleges and universities, as well as any discretionary work-study funds that the college or university distributes to the station and any direct costs incurred or absorbed by the university

specifically on behalf of the station, in accordance with specific criteria specified in the university and/or station guidelines. <The total of this row should match AFR Schedule A Lines 5 and 6 plus any amount from Schedule B, C and/or D that is appropriate>. A warning message will be displayed if the State and State Supported Colleges and Universities Revenue for the current fiscal year has a variance  $\geq +$  or  $- 25\%$  than the prior fiscal year. Please use the comment box to explain this variance before submitting the survey.

**Private Colleges and Universities** - enter all funds received by the station and recognized in the audited financial statements from Private Colleges and Universities. Include report grants, payments or appropriations from private colleges and universities or private educational institutions. <The total of this row should match AFR Schedule A Line 7 plus any amount from Schedule B, C and/or D that is appropriate>. A warning message will be displayed if the Private Colleges and Universities Revenue for the current fiscal year has a variance  $\geq +$  or  $- 25\%$  than the prior fiscal year. Please use the comment box to explain this variance before submitting the survey.

**All Other Sources** – enter all funds received by the station and recognized in the audited financial statements from All Other Sources not defined above. In addition to other possible funds, this row should include all passive revenue defined in question #2.1. Private and public funds from K-12 would be included in this row as well. Only stations residing outside of the U.S., such as WTJX in the Virgin Islands or WIPR and WMTJ in Puerto Rico should include support received from their respective government agencies on the ‘Local and All Other Government’ row. All stations residing in the U.S. and receiving revenue from foreign governments such as Canada or Mexico should report this revenue on the ‘All Other Sources’ row. <The total of this row will not match any line of the AFR>. A warning message will be displayed if the All Other Sources Revenue in question #2.2 is greater than 5% of the Total Station Revenue in question #2.2. An error message will be displayed, and you will not be able to submit your SABS survey if the amount for All Other sources Endowment is less than the sum of Interest and Dividends: Endowment, Realized Gains (Losses) on Marketable Securities Transactions: Endowment, and Unrealized Gains (Losses) on Marketable Securities Transactions: Endowment in question #2.1. A warning message will be displayed if the All Other Sources Revenue for the current fiscal year has a variance  $\geq +$  or  $- 25\%$  than the prior fiscal year. Please use the comment box to explain this variance before submitting the survey.

**Total Station Revenue** – the total revenue for this question should equal the total revenue on the income statement of your station’s audited financial statements. This total should include revenue from friends’ groups if you include that revenue on the CPB AFR. The intent of this questions is to understand who/what source provided the funding (row distinctions) and the type of type of funding provided (column distinctions). The Total Station Revenue amount for this question must equal the ‘Total Station Revenue’ from question #2.1. An error message will be displayed, and you will not be able submit your SABS survey until the Total Station Revenue in question #2.2 is equal to the Total Station Revenue in question #2.1. <The total station revenue reported in question #2.1 should match the total station revenue reported when summing AFR Schedule A Line 22, Schedule B Tab 3 Line 5, Schedule C Line 6 and Schedule D Line 8>.

## **Expenses**

The expense questions capture station expenses by functional areas (e.g.: Development, Production, Programming, etc.) and, where appropriate, by sub-functional area (e.g.: Program Acquisition, Program Scheduling, etc.) We have made every attempt to minimize the complexity of these questions while ensuring adequate expense detail remains available to support meaningful reporting and benchmarking purposes.

Prior to filling out the Station Expense question #3.1, you may want to review and/or complete the details of each expense question covered later in the survey. ***Some of the numbers for direct and in-kind expenses in question #3.1 will be pre-filled from these subsequent detailed expense questions. These pre-filled rows within direct and in-kind expenses are as follows:***

***Total Corporate Management & Support*** – pre-filled from the total ‘Corporate Management & Support Expenses’ in question #4.1.

***Total Underwriting*** – pre-filled from the total ‘Underwriting Expenses’ in question #6.4.

***National Broadcast Production*** – pre-filled from the total ‘National Broadcast Production Expenses’ in question #8.1.

***Local Broadcast Production*** - pre-filled from the total ‘Local Broadcast Production Expenses’ in question #8.1.

***Non Broadcast Production (includes Fixed Point to Point Delivery, Web, etc.)*** - pre-filled from the total ‘Non Broadcast Production Expenses (includes Fixed Point to Point Delivery, Web, etc.)’ in question #8.1.

***Total CD&D*** - pre-filled from the total ‘CD&D Expenses’ in question #9.2.

***Educational Services*** - pre-filled from the total ‘Educational Services Expenses’ in question #10.2.

***Community Engagement Services*** – pre-filled from the total ‘Community Engagement Services Expenses’ in question #11.2.

***Some of the totals for direct and in-kind expenses in question #3.1 must equal the amounts entered in the subsequent detailed expense questions. The functions below cannot be pre-filled because they are not comparable to the detail in these subsequent questions. These direct and in-kind expense rows are as follows:***

***Total Development*** – must equal the total ‘Direct & In-Kind Development Expenses’ in question #5.7.

***Total Programming*** – must equal the total ‘Direct & In-Kind Program Acquisition & Scheduling Expenses’ in question #7.2.

***Customer/Relationship Management and Other Activities & Services*** – this section **does not** have a corresponding detailed section so you will **ONLY** enter the expenses for these sub-functional areas in question #3.1. These sub-functional areas are as follows: **Marketing, PR & Communications, Program Guide, Viewer & Membership Services, Special Events and Other Activities & Services.**

The ‘Salary and FTE Workbook’ is extremely useful and highly recommended for completing the personnel related information requested in question #3.1. It will save you significant time in both allocating and aggregating employee costs to individual departments. Utilizing this method will ensure consistent expense amounts across the functional categories.

Individual employees at your station may perform several or even numerous roles. It is not always practical to relate costs of a particular employee directly to only one functional category when trying to calculate the true cost of operating a given department. However, as noted above, please pay special attention to the instructions for completing question #3.1 as SABS contains major functional categories (e.g.: Development, Production, Programming, etc.) as well as sub-functions (e.g.: Program Acquisition, Program Scheduling, etc.) **Do not** allocate an individual into a different functional category unless there is a compelling reason to do so.

Be certain to report **all** station expenses, **except** capital and/or depreciation expenses, when completing question #3.1. The total station expenses for this question plus the depreciation reported in question #3.6 **must equal** the total station expenses entered on the income statement portion of your station’s audited financial results.

### **3.1 Station Expenses (Excluding Depreciation)**

An error message will be displayed and you will **not be able to submit** your SABS survey if there is a value reported for FTE, but the sum of the Salary, Bonus/Incentive Comp., and Benefits & Accruals was equal to 0. Likewise, an error message will be displayed if the sum of the Salary, Bonus/Incentive Comp., and Benefits & Accruals is greater than 0, but there is no value reported for FTE. This is true for each of the different Station Expenses in question #3.1.

#### *Types of Expenses (Columns)*

**Full Time Equivalents (FTEs)** – Report the number of full-time equivalent employees (FTE’s) that receive monetary compensation via the payroll system for work performed on behalf of the station. These individuals receive a W-2 at year end. Combine part-time employees for reporting purposes (e.g.: two employees who work an average of 20.0 hours per week would count as one FTE). Volunteers and contracted employees (not paid through the payroll system) are **not** included here. **Include** all students who receive pay through the payroll system. The ‘Salary and FTE Workbook,’ if used correctly, will account for part-time, partial year and partially allocated employees in calculating the appropriate FTE totals to enter in each department or sub-functional group. An error message will be displayed if the Full Time

Equivalents (FTEs) for the current fiscal year has a variance  $\geq +$  or  $- 25\%$  than the prior fiscal year. You will not be able to submit your SABS survey until you explain this variance in the comment box.

**Total Personnel Cost** - report the total salary, bonus/incentive compensation and benefits/accrual expense for each sub-functional activity area. Include vacation, sick leave pay, overtime, salary accruals, annual bonuses, incentive bonuses, performance bonuses including underwriting commissions, bonus/incentive compensation accruals, severance expenses, payroll taxes, worker's compensation, unemployment, short term disability, any medical expense, auto allowance and/or lease expenses in this column. In general, you should include all cash and in-kind benefits provided to your station personnel, as a matter of your employment agreements. However, if you capitalize the expenses associated with the in-kind items then you should report these expenses in question #3.6. Indirect support from your state or university should be 'backed out' of 'Indirect Support' in question #2.2 and put it into 'All Other Revenue.' The Indirect revenue pre-populates the Indirect expenses in questions #3.1 and #3.5, so by adjusting the Indirect revenue, it will automatically adjust the Indirect expenses. A warning message will be displayed if the Salary Expense for the current fiscal year has a variance  $\geq +$  or  $- 25\%$  than the prior fiscal year. Please use the comment box to explain this variance before submitting the survey.

**Direct, Indirect & In-Kind Expenses** – report the total direct, indirect and in-kind expenditures for each sub-functional activity, unless otherwise specified. A warning message will be displayed if the Direct, Indirect & In-Kind Expenses for the current fiscal year has a variance  $\geq +$  or  $- 25\%$  than the prior fiscal year. Please use the comment box to explain this variance before submitting the survey. 'Corporate Management & Support' and 'CD&D' will be the only categories that will include Indirect Support. Prior to filling out the station expense question #3.1, you may want to review and/or complete the details of each expense question covered later in the survey. ***Some of the numbers for direct, indirect and in-kind expenses in question #3.1 will be pre-filled from these subsequent detailed expense questions. These pre-filled rows within direct and in-kind expenses are as follows:***

***Total Corporate Management & Support*** – pre-filled from the total 'Corporate Management & Support Expenses' in question #4.1.

***Total Underwriting*** – pre-filled from the total 'Underwriting Expenses' in question #6.4.

***National Broadcast Production*** – pre-filled from the total 'National Broadcast Production Expenses' in question #8.1.

***Local Broadcast Production*** - pre-filled from the total 'Local Broadcast Production Expenses' in question #8.1.

***Non Broadcast Production (includes Fixed Point to Point Delivery, Web, etc.)*** - pre-filled from the total 'Non Broadcast Production Expenses (includes Fixed Point to Point Delivery, Web, etc.)' in question #8.1.

**Total CD&D** - pre-filled from the total 'CD&D Expenses' in question #9.2.

**Educational Services** - pre-filled from the total 'Educational Services Expenses' in question #10.2.

**Community Engagement** – pre-filled from the total 'Community Engagement Expenses' in question #11.2.

Some of the totals for direct and in-kind expenses in question #3.1 must equal the amounts entered in the subsequent detailed expense questions. The functions below cannot be pre-filled because they are not comparable to the detail in these subsequent questions. These direct and in-kind expense rows are as follows:

**Total Development** – must equal the total 'Direct & In-Kind Development Expenses' in question #5.7.

**Total Programming** – must equal the total 'Direct & In-Kind Program Acquisition & Scheduling Expenses' in question #7.2.

**Customer/Relationship Management and Other Activities & Services** – this section **does not** have a corresponding detailed section so you will **ONLY** enter the expenses for these sub-functional areas here in question #3.1. These sub-functional areas are as follows: **Marketing, PR & Communications, Program Guide, Viewer & Membership Services, Special Events and Other Activities & Services.**

**Total Expenses** – this column is auto-summed for you and is the sum of the previous four columns (salary, bonus/incentive compensation, benefits, direct and in-kind expenses).

*Functional Activity Expenses (Rows) Corporate Management & Support*

**General Management (CEO, COO, General Counsel)** - enter all personnel related expenses associated with the General Management sub-function for your station. Please place 100% of your time for General Management (e.g.: President and/or General Manager, Chief Operating Officer and Station Manager) in this sub-function. ***Do not allocate any of their time and expenses to other functional areas. All subsequent reporting will combine this sub-function with Finance and HR to protect this sensitive information for those stations with only one or a few FTEs in this sub-function.*** You will not need to enter direct, indirect and/or in-kind expenses related to this sub-function, as you will have included these amounts in the total for 'Corporate Management & Support' in question #4.1.

**Finance and HR** - enter all personnel related expenses associated with the Finance and HR sub-function for your Station. Please place 100% of your time for Finance and HR (e.g.: CFO, bookkeeper, benefits administration, etc.) in this sub-function. You will not need to enter direct, indirect and/or in-kind expenses related to this sub-function, as you will have included these amounts in the total for 'Corporate Management & Support' in question #4.1.

**Administrative Support** – enter all personnel related expenses associated with the Administrative Support sub-function for your Station. Please place 100% of your time for Administrative Support (e.g.: janitorial services, reception, security services, etc.) in this sub-function. You will not need to enter direct, indirect and/or in-kind expenses related to this sub-function, as you will have included these amounts in the total for ‘Corporate Management & Support’ in question #4.1.

**Total Corporate Management & Support** – the personnel related expense columns will be auto-summed from above. The direct, indirect and in-kind expenses will be pre-filled from the total ‘Corporate Management & Support’ in question #4.1. A warning message will be displayed if the Total Corporate Management & Support Expense for the current fiscal year has a variance  $\geq +$  or  $- 25\%$  than the prior fiscal year. Please use the comment box to explain this variance before submitting the survey.

#### *Development*

**Membership – Pledge/On-Air** – enter all personnel related and direct and in-kind expenses associated with the Membership – Pledge/On-Air sub-function of your station (e.g.: Membership Director, On-air fundraiser, Data Base Manager, Data Entry Assistant, Assistants, Membership Secretary, Member Services Coordinator and Pledge Producer, Talent, Production Assistant and Crew, etc.)

**Membership – Direct Mail** – enter all personnel related and direct and in-kind expenses associated with the Membership – Direct Mail sub-function of your station (e.g.: Membership Manager, Membership Coordinator, etc.) Direct expenses might include printing, production and postage, as well as any costs related to list purchases for renewal, additional gift, lapsed, survey, fiscal year end, acquisition, sweepstakes and other mailings for your station.

**Membership – Telemarketing** – enter all personnel related and direct and in-kind expenses associated with the Membership – Telemarketing sub-function of your station (e.g.: Outbound Customer Relations Manager, Outbound Customer Relations Assistant, Phone Operators, Script Writers, etc.)

**Membership – Digital** – enter all personnel related and direct and in-kind expenses associated with the Membership – Digital sub-function of your station (e.g.: Webmaster, Graphics Designer, Programmer, etc.)

**Membership – All Other** – enter all personnel related and direct and in-kind expenses associated with the Membership – All Other sub-function of your station. Include all other costs not categorized above or allocated properly (e.g.: Entry Clerk, Membership Database Manager, Director of Membership, Volunteer Coordinator, etc.)

**Major Giving** – enter all personnel related and direct and in-kind expenses associated with the Major Giving sub-function of your station (e.g.: Director of Major Gifts, Development Coordinator, etc.) You should not allocate costs from either membership or pledge for \$1,000+ gifts that were incidental as a part of regular membership or pledge activities.



**Planned Giving** – enter all personnel related and direct and in-kind expenses associated with the Planned Giving sub-function of your station (e.g.: Planned Giving Coordinator, etc.) Planned gifts include bequests, gift annuities, charitable remainder trusts and other such gifts that have some sort of deferred income value.

**Capital Campaigns** – enter all personnel related and direct and in-kind expenses associated with the Capital Campaigns sub-function of your station (e.g.: Development Coordinator, Director of Development, etc.) Do not include costs associated with garnering capital funding from anybody if that solicitation is not part of a larger formal campaign.

**Endowment Campaigns** – enter all personnel related and direct and in-kind expenses associated with the Endowment Campaigns sub-function of your station (e.g.: Development Coordinator, Director of Development, etc.)

**Grant Solicitation (Competitive)** – enter all personnel related and direct and in-kind expenses associated with the competitive Grant Solicitation sub-function of your station (e.g.: Grant Writer, etc.) Grant Solicitation (Competitive) should include only those ‘competitive’ grants where your station actively pursued the funding by completing a grant application, hosting a site visit, completing a final report, etc. This grant would have other applicants that are competing for the funding and your station’s probability of achieving the funding is less than one (you are not sure at the time of submission if you are going to ‘win’ the grant). Once awarded the grant, information would be reported to the grantor throughout the life of the project or upon completion of the project. Some examples that should be included are National Science Foundation, National Endowment for the Arts, National Endowment for the Humanities, Institute of Museum and Library Science, Ready to Learn (RTL), American Graduate, Veterans Coming Home, etc.

Do not include appropriations or grants that your station receives as a matter of course.

**Total Development** – the personnel related and direct and in-kind expense columns will be auto-summed from above. The direct and in-kind expenses for Total Development must equal the total ‘Direct & In-Kind Development Expenses’ in question #5.7. An error message will be displayed and you will not be able to submit the survey until the totals are equal. A warning message will be displayed if the Total Development Expense for the current fiscal year has a variance  $\geq +$  or  $- 25\%$  than the prior fiscal year. Please use the comment box to explain this variance before submitting the survey.

#### *Auction*

**Auction** – enter all personnel related expenses associated with the Auction function of your station (e.g.: Talent, Producer, Web Programmer, Auction and Assistant Auction Manager, Warehouse Manager, Merchandise Manager and Assistants, etc.) Please place 100% of your time for Auction in this function. A warning message will be displayed if the Auction Expense for the current fiscal year has a variance  $\geq +$  or  $- 25\%$  than the prior fiscal year. Please use the comment box to explain this variance before submitting the survey.

#### *Underwriting*

**National Production Underwriting** – enter all personnel related expenses associated with the National Production Underwriting sub-function of your station (e.g.: account executives, account representatives, etc.) National Production Underwriting is funding to produce content specifically credited to deliver to PBS or other public television program distributors. You will not need to enter direct and in-kind expenses related to this sub-function, as you will have included these amounts in the total ‘Underwriting Expenses’ in question #6.4.

**Local Production Underwriting** – enter all personnel related expenses associated with the Local Production Underwriting sub-function of your station (e.g.: account executives, account representatives, etc.) Local Production Underwriting is funding to produce content created originally for your local market, even if it is later used nationally. You will not need to enter direct and in-kind expenses related to this sub-function, as you will have included these amounts in the total ‘Underwriting Expenses’ in question #6.4.

**Spot/Run of Schedule Underwriting** – enter all personnel related expenses associated with the Spot/Run of Schedule Underwriting sub-function of your station (e.g.: account executives, account representatives, etc.) Expenses reported here should be generated by the underwriting department and incurred during the placement in the interstitial schedule (Interstitial is defined here as the time between programs). Do not include underwriting within the program used to acknowledge a supporter of that specific project. This is sponsorship that your station solicits that does not go into the program portion. An example of this would include a tape that has 58 minutes of programming within a block of 60 minutes. The definition of interstitial is the 2 minutes. You will not need to enter direct and in-kind expenses related to this sub-function, as you will have included these amounts in the total ‘Underwriting Expenses’ in question #6.4.

**Educational Services Underwriting** – enter all personnel related expenses associated with the Educational Services Underwriting sub-function of your station (e.g.: account executives, account representatives, etc.) You will not need to enter direct and in-kind expenses related to this sub-function, as you will have included these amounts in the total ‘Underwriting Expenses’ in question #6.4.

**Community Engagement Underwriting** – enter all personnel related expenses associated with the Community Engagement Underwriting sub-function of your station (e.g.: account executives, account representatives, etc.) You will not need to enter direct and in-kind expenses related to this sub-function, as you will have included these amounts in the total ‘Underwriting Expenses’ in question #6.4.

**Special Event & Other Underwriting** – enter all personnel related expenses associated with the Special Event and Other Underwriting sub-function of your station (e.g.: account executives, account representatives, etc.) You will not need to enter direct and in-kind expenses related to this sub-function, as you will have included these amounts in the total ‘Underwriting Expenses’ in question #6.4.

**Total Underwriting** – the personnel related expense columns will be auto-summed from above. The direct and in-kind expense will be pre-filled from the total ‘Underwriting Expenses’ in question #6.4. A warning message will be displayed if the Total Underwriting Expense for the

current fiscal year has a variance  $\geq +$  or  $- 25\%$  than the prior fiscal year. Please use the comment box to explain this variance before submitting the survey.

### *Programming*

**Program Acquisition** – enter all personnel related and direct and in-kind expenses associated with the Program Acquisition sub-function of your station (e.g.: Director of Programming, Program Coordinator, etc.) Include expenses incurred acquiring programs from PBS or other distributors.

**Program Scheduling** – enter all personnel related and direct and in-kind expenses associated with the Program Scheduling sub-function of your station (e.g.: Traffic Coordinator, Traffic Assistant, Log Writer, Continuity Manager, etc.) Include expenses incurred to schedule programs, traffic expenses, research costs and costs associated with maintenance of scheduling software.

**Total Programming** – the personnel related and direct and in-kind expense columns will be auto-summed from above. The direct and in-kind expenses for Total Programming must equal the total ‘Direct & In-Kind Programming Expenses’ in question #7.2. An error message will be displayed and you will not be able to submit the survey until the totals are equal. A warning message will be displayed if the Total Programming Expense for the current fiscal year has a variance  $\geq +$  or  $- 25\%$  than the prior fiscal year. Please use the comment box to explain this variance before submitting the survey.

### *Production*

**National Broadcast Production** – enter all personnel related expenses associated with the National Broadcast Production sub-function of your station. This should include production of content created explicitly to deliver to PBS or other public television program distributors. Your station should have ultimate financial and artistic or editorial control of the content. The direct and in-kind expenses will be pre-filled from the total ‘Content Production Expenses for National Broadcast Production’ in question #8.1.

**Local Broadcast Production** – enter all personnel related expenses associated with the Local Broadcast Production sub-function of your station. This should include production of content created originally for your local market, even if it is later used nationally. Your station should have ultimate financial and artistic or editorial control of the content. The direct and in-kind expenses will be pre-filled from the total ‘Content Production Expenses for Local Broadcast Production’ in question #8.1.

**Contract Production & Services** – enter all personnel related and direct and in-kind expenses associated with the Contract Production and Services sub-function of your station (e.g.: Videographer, Editors, Tape Operators, etc.) Include all ‘work for hire’ activities while contracting out people, facilities and/or equipment for production.

**Non Broadcast Production (including Fixed Point to Point, Web, etc.)** – enter all personnel related expenses associated with the Non Broadcast Production (including Fixed Point to Point, Web, etc.) sub-function of your station (e.g.: Non Broadcast Production Staff, Programmers,

Graphic Designers, Web Editors, Webmaster, etc.) Among other expenses, include web production and production of content specifically for your web site. If you are earning money by doing work on another entity's web site or other content, report the related expenses associated with these efforts under Contract Production. The direct and in-kind expenses will be pre-filled from the total 'Content Production Expenses for Non Broadcast Production' in question #8.1.

**Total Production** – the personnel related and direct and in-kind expense columns will be auto-summed from above. The total of all production expenses will not match any other detailed section in this survey. A warning message will be displayed if the Total Production Expense for the current fiscal year has a variance  $\geq +$  or  $- 25\%$  than the prior fiscal year. Please use the comment box to explain this variance before submitting the survey.

#### *Content Distribution and Delivery (CD&D)*

**Transmission/Distribution** – enter all personnel related expenses associated with the Transmission/Distribution sub-function of your station (e.g.: Microwave transmitter Engineer, Broadcast Engineer, etc.) Transmission/Distribution includes moving broadcast signals OUTSIDE your main broadcast facility. This includes transmission, interconnection and microwave. Include broadcast of your main signal as well as distribution of other specialized services or program streams (e.g.: schools, ITFS, etc.) and field maintenance here. No direct and in-kind expenses need to be reported for this sub-function as this will be reported in the total 'Content Distribution & Delivery Expenses' in question #9.2.

**Operations (Master Control)** – enter all personnel related expenses associated with the Operations (Master Control) sub-function of your station (e.g.: Video Engineer, TV Engineer I, Theatre/TV Assistant, Master Control Operator, Tape Operators, etc.) The Operations function (or Master Control) includes storing and moving broadcast content INSIDE your main broadcast facility. This includes master control operators, server operation and hard disk storage and automation operations. Do not include technical maintenance here. No direct and in-kind expenses need to be reported for this sub-function as this will be reported in the total 'Content Distribution & Delivery Expenses' in question #9.2.

**Technical Maintenance** – enter all personnel related expenses associated with the Technical Maintenance sub-function of your station (e.g.: Video Engineer, TV Maintenance Engineer, Automated Systems Engineer, Manager of Facilities and Maintenance, etc.) Technical Maintenance includes your operations and technical facilities except for the field maintenance for transmission and distribution, which should be reported in Transmission/Distribution. You should include expenses for field camera, and other maintenance work that is performed at your operating facility. No direct and in-kind expenses need to be reported for this sub-function as this will be reported in the total 'Content Distribution & Delivery Expenses' in question #9.2.

**Production Support** – enter all personnel related expenses associated with the Production Support sub-function of your station. Include CD&D engineering staff that support national and local productions. Do not allocate these staff to any other functional area. No direct and in-kind expenses need to be reported for this sub-function as this will be reported in the total 'Content Distribution & Delivery Expenses' in question #9.2.

**Information Technology** – enter all personnel related expenses associated with the Information Technology sub-function of your station (e.g.: Programmers, Tech Support Staff, Database Administrators, etc.) Information Technology includes management of your Information Technology infrastructure. No direct and in-kind expenses need to be reported for this sub- function as this will be reported in the total ‘Content Distribution & Delivery Expenses’ in question #9.2.

**Total Content Distribution & Delivery CD&D** – the personnel related expense columns will be auto-summed from above. The direct and in-kind expenses will be pre-filled from the total ‘Content Distribution & Delivery Expenses’ in question #9.2. A warning message will be displayed if the Total CD&D Expense for the current fiscal year has a variance  $\geq +$  or  $-$  25% than the prior fiscal year. Please use the comment box to explain this variance before submitting the survey.

#### *Educational Services and Community Engagement*

**Educational Services** – enter all personnel related expenses associated with the Educational Services sub-function of your station (e.g.: Instructional Program Developer, ITV Coordinator, Director of Educational Services, Ready to Learn Coordinator, Director of Media Solutions, Director of Creative Services, Public Relations Specialist, Public Relations Associate, Computer Specialist, Teachers, Trainers, etc.) Educational Services would include activities that have a formal educational component involving schools and/or educators. Examples of these activities would include Ready-to-Learn, NTTI, K-12 instructional television, GED on TV, etc. The direct and in-kind expenses will be pre-filled from the total ‘Educational Services Expenses’ in question #10.2.

**Community Engagement Services** – enter all personnel related expenses associated with the Community Engagement Services sub-function of your station (e.g.: Engagement manager, Director of Creative Services, Public Relations Specialist, Public Relations Associate, Promotion Assistant, Trainers, Event Coordinators, etc.) Community Engagement Services would include activities around programs such as *American Family*, *The Forgetting*, *Reading Rainbow*, *Town Forum*, *Health Issues*, etc. The direct and in-kind expenses will be pre-filled from the total ‘Community Engagement Expenses’ in question #11.2.

**Total Educational Services and Community Engagement** – the personnel related and direct and in-kind expense columns will be auto-summed from above. A warning message will be displayed if the Total Educational Services and Community Engagement Expense for the current fiscal year has a variance  $\geq +$  or  $-$  25% than the prior fiscal year. Please use the comment box to explain this variance before submitting the survey.

#### *Customer/Relationship Management*

**Marketing, PR & Communication** – enter all personnel related and direct and in-kind expenses associated with the Marketing, Public Relations and Communication sub-function of your station (e.g.: Marketing Director, Publicity Manager, Writer, Art Director, Publicist, etc.) Include marketing, promotions, advertising and public relations expenses, as well as media and other trade/in-kind costs associated with the marketing and promotion of the programming, services and value you provide to your community.

**Program Guide** – enter all personnel related and direct and in-kind expenses associated with the Program Guide sub-function of your station (e.g.: Editor, Writer, Graphic Designer, etc.)

**Viewer & Member Services** – enter all personnel related and direct and in-kind expenses associated with the Viewer and Member Services sub-function of your station (e.g.: Membership Services Assistant, Viewer Services Assistant, etc.) Viewer and Member Services include providing customer service to viewers and members. In some instances, these activities may fall across different departments.

**Special Events** – enter all personnel related and direct and in-kind expenses associated with the Special Events sub-function of your station (e.g.: Director of Special Events, Event Coordinator, Event Assistant, etc.) Examples would include golf tournaments, tennis tournaments, galas, sport clay shoots, wine tastings, cultural travel, Garden Expo, dinners, dances, music festivals, silent auction banquets, sponsorship walks, PBS celebrity appearances/shows, preview events, kids events, speaking of women’s health conference, etc.

**Total Customer/Relationship Management** – the personnel related and direct and in-kind expense columns will be auto-summed from above. The total of all Customer/Relationship Management expenses will not match any other detailed section in this survey. A warning message will be displayed if the Total Customer/Relationship Management Expense for the current fiscal year has a variance  $\geq +$  or  $- 25\%$  than the prior fiscal year. Please use the comment box to explain this variance before submitting the survey.

#### *Other Activities & Services*

**Other Activities & Services** – enter all personnel related and direct and in-kind expenses associated with any other activities and/or services performed by your station. Include any expenses that do not fit into functional areas listed above. If you report expenses in this row, you must use the comment box below (question #3.2) to provide descriptions of these expenditures. An error message will be displayed and you will not be able to submit the survey until you have provided descriptions for these expenses. A warning message will be displayed if the Other Activities & Services Expense for the current fiscal year has a variance  $\geq +$  or  $- 25\%$  than the prior fiscal year. Please use the comment box to explain this variance before submitting the survey.

**Total Station Expenses (Excluding Depreciation)** – the personnel related and direct and in-kind expense columns will be auto-summed from above. The total amount should equal the total expenses on the income statement portion of your station’s audited financial results, excluding depreciation. An error message will be displayed if the total operating expense (excluding depreciation) you reported has a significant variance from the prior year total operating expense (excluding depreciation). Please review to make sure the operating expense reported is correct and provide a comment for the increase or decrease from the prior year before submitting the survey.

### **3.2 Other Activities Services Comment**

Please Describe Other Activities & Services (required only if the ‘Other Activities & Services’

expense category was populated in question #3.1)

Use the space provided here to enter the types of activities and/or expenses you have included in the ‘Other Activities & Services’ category of question #3.1. If you report expenses in ‘Other Activities & Services’ in question #3.1 you must use this comment box to provide descriptions for the expenditures reported. An error message will be displayed and you will not be able to submit the survey until you have provided descriptions for these expenses.

### **3.3 Student/Intern Personnel**

Of the total FTE’s reported in question #3.1, report the number of paid student, intern and/or work study program FTE’s that were included within the respective functional FTE totals. Only report the number of FTEs paid through the payroll process. Do not include those working for school credits or simply volunteering. We have provided definitions for each type of FTE and/or FTE related expense in the instructions corresponding with question #3.1. An error message will be displayed and you will not be able to submit the survey if the FTE number in question #3.3 is greater than the FTE number in question #3.1 for the same area.

### **3.4 In-Kind Expense Detail**

Please enter only the in-kind expenses from the total ‘Direct, Indirect & In-Kind’ expense amounts entered in question #3.1. The total amount for each functional group (Corporate Management & Support, Development, Programming, etc.) reported in question #3.4 must be less than or equal to the total for each functional group (Corporate Management & Support, Development, Programming, etc.) ‘Direct, Indirect & In-Kind’ expense amounts reported in question #3.1. An error message will be displayed and you will not be able to submit the survey until these totals are less than or equal to. A warning message will be displayed if the total ‘In-Kind’ expenses reported in question #3.4 is greater than the total ‘Trade/In-Kind’ revenue detailed in the first column (trade/in-kind revenue) of question #2.2. They should equal each other unless you have capital items that your station is expensing.

### **3.5 Indirect Support Expense Detail**

**Indirect Support - Occupancy** - enter all indirect support related to occupancy. This amount plus ‘Indirect Support – All Other Expenses’ will be used to pre-fill ‘Indirect Support including Occupancy’ in question #4.1.

**Indirect Support–Transmitter Power** – enter all indirect support related to transmitter power. This amount will be used to pre-fill ‘Indirect Support–Transmitter Power’ in question #10.2.

**Indirect Support – All Other Expenses** – enter all indirect support received by your station but not related to any other Indirect Support expense category above. This amount plus ‘Indirect Support – Occupancy’ will be used to pre-fill ‘Indirect Support including Occupancy’ in question #4.1.

**Total Indirect Support** – the indirect support columns will be auto-summed from above. The total indirect support here must equal the total ‘Total Indirect Support’ revenue depicted in question #2.2. An error message will be displayed and you will not be able to submit the survey until the totals are equal.

**Total Station In-Kind Plus Indirect (Including Occupancy) Expenses** – the indirect support total plus the ‘Total Station In-Kind Expenses’ will be auto-summed from above.

### 3.6 Capital Expenses and Related Items

#### *Column Descriptions*

**Capital Expenses (\$)** – enter all expenses incurred by your station and recognized in your audited financial results as capital expenses (i.e.: add to the value or useful life of an item of property). If you incur a capital expenditure pertaining to a particular asset in some year after the purchase of the asset, you must treat the expenditure as a separate asset and depreciate it under the rules applicable to that type of asset in the year you place the expenditure into service. Use your station’s generally accepted accounting threshold(s) to determine which expenses are to be reported as capital expenses.

**Depreciation & Amortization Expenses (\$)** – enter all expenses recognized in your audited financial results as depreciation and/or amortization. Depreciation refers to the decrease in value of tangible assets resulting from wear-and-tear, aging and/or other factors that reduce the value of the asset. Amortization refers to the decrease in value of intangible assets. The total amount entered should equal the total depreciation and amortization entered in your audited financial results. An error message will be displayed if the total depreciation/amortization expense you reported has a significant variance from the prior year depreciation/amortization. Please review to make sure the expense reported is correct and provide a comment for the increase or decrease from the prior year before submitting the survey.

**Funded Depreciation (\$)** – enter all revenue from operations that your station budgets, as a matter of fiscal policy, towards the funding of future capital expenditures. For example, if you budget \$5,000 of depreciation expense in your operating budget to be covered by operating revenue each year to fund the purchase of a new production van every seven years (the expected useful life of the asset), you would place \$5,000 in the Funded Depreciation column, on the Production Equipment row. If your station does not adhere to such a policy, you may have \$0 in funded depreciation.

#### *Row Descriptions*

**Land and Building** – enter all expenses incurred in the procurement of land and/or building assets, including leaseback and related capitalized expenses.

**Administrative and General Office Equipment** – enter all expenses incurred in the procurement of any capitalized administrative and general office furnishing, fixtures, administrative vehicles and/or related office equipment, except computer hardware assets, as these should be entered below under CD&D and IT Equipment.

**Production Equipment** – enter all expenses incurred in the procurement of equipment used for production, including production vehicles, cameras and/or other capitalized and subsequently depreciated production equipment.



**CD&D and IT Equipment** - enter all expenses incurred in the procurement of equipment used for content distribution and delivery and/or General IT. Include CD&D and IT vehicles, control equipment, computer hardware and/or other capitalized CD&D and IT equipment.

**Production Content (Capitalization and Amortization of Shows/Content)** – enter all capitalized and subsequently amortized expenses incurred in the production of material content (shows or other) at your station.

**Other Capital Expenditures** – enter all expenses incurred in the procurement of any other capital assets not listed above. A warning message will be displayed if your Capital Expenses amount for Other Capital Expenditures is greater than 40% of your Total Capital Expenses in question #3.6. Likewise, a warning message will be displayed if your Depreciation/Amortization amount for Other Capital Expenditures is greater than 40% of your Total Depreciation/Amortization in question #3.6.

**Total** – the capital expenses, depreciation/amortization and funded depreciation columns will be auto-summed from above. An error message will be displayed if the total depreciation/amortization you reported has a significant variance from the prior year depreciation/amortization. Please review to make sure the depreciation/amortization reported is correct and provide a comment for the increase or decrease from the prior year before submitting the survey.

**Total Station Expenses (Including Depreciation)** – this amount is an auto-summed formula for the total station expenses in question #3.1 plus the total depreciation/amortization column in question #3.6. This total amount should equal the total expenses on your income statement for your station's audited financial statement. Please ensure this total is correct and if it does not match your audited financial statement please adjust your responses in question #3.1 and/or #3.6.

## **Corporate Management & Support**

### **4.1 Corporate Management & Support Expense Detail**

Report total direct, indirect and in-kind non-personnel related expenditures for this functional area, which includes Finance, Human Resources and Administrative Support. ***Do not allocate these expenses.***

**Rent/lease/mortgage (excluding tower lease payment)** – enter all direct and in-kind expenses associated with rent/lease/mortgage of facilities excluding all transmitter facilities. Include property taxes. Do not include tower lease expenses, as you will report these costs in question #10.2.

**Telecommunications and Utilities (excluding Transmitter Power)** – enter all direct and in-kind expenses associated with facility telecommunication and utility costs (e.g.: phone, electric, water, etc.). Do not include transmitter power expenses, as you will report these costs in either questions #3.5 or #10.2.

**Consulting, Contracted & Outsourced Personnel and Services Fees** – enter all direct and in-kind expenses associated with consulting, contracted & outsourced personnel and service fees. Include contracted maintenance related expenses such as janitorial services, snow removal, lawn care, pest control in the Facilities Maintenance expense type below. Do not include expenses incurred for other function specific contracted services (e.g.: development, production, etc.), as you will report these costs in the appropriate functional area.

**Legal Fees** – enter all direct and in-kind expenses associated with station legal fees.

**Accounting/Payroll Fees** – enter all direct and in-kind expenses associated with accounting, payroll and related finance expenses. Include any audit fees, payroll and/or general ledger processing fees, outsourcing costs and bank charges incurred during the fiscal year.

**Governance and Advisory Board Expenses** – enter all direct and in-kind expenses associated with meetings, events or gatherings with your station’s governing and/or advisory boards. Include all travel, meals, entertainment and preparation of materials for these types of functions, as well as any annual fees paid to these members.

**Insurance – Property, Liability & Other Corporate (Non-Employee Benefits)** – enter all direct and in-kind expenses associated with property, liability and other insurance for your station. Include all broadcasters’ liability, director and officer insurance. Do not include employee related insurance, as these will be reported in question #3.1 under the benefits column. Also, do not include production insurance here, as you will report these costs in question #8.1 of the ‘Production’ section.

**Facilities Maintenance** – enter all direct and in-kind, non-payroll related expenses associated with the maintenance of your station facilities. Include janitorial services, snow removal, lawn care, pest control, repair costs, non-capitalized improvements, etc.

**Professional Development/Training (For All Staff)** – enter all direct and in-kind expenses associated with the development and training of station personnel. Include professional membership fees, registration fees and travel related expenses incurred to attend a development or training session.

**Indirect Support including Occupancy (Excluding Indirect Transmitter Power)** – this amount will be pre-populated from the ‘Total Indirect Support – Occupancy’ and ‘Total Indirect Support – All Other Expenses’ amounts entered in question #3.5. Please validate this amount and make any necessary corrections to ‘Indirect Support Including Occupancy’ in question #2.2 and/or the ‘Total Indirect Support’ in question #3.5 as applicable.

**Interest Expense** – enter all direct and in-kind expenses associated with premiums you paid for the use of another’s capital.

**All Other Corporate Management & Support** - enter all direct and in-kind Corporate Management and Support expenses not captured in the areas above. Some examples of what might be included are HR costs incurred for recruiting and hiring; parking; postage, printing and duplicating; dues to APTS and/or other lobbying organizations, general/administrative office supplies, materials, furniture and office equipment (non-capital), regardless of where these are subsequently used (i.e.: which department) within your station, and all general travel related expenses not directly related to Professional Development/Training for Corporate Staff. Include all credit card fees not related to Development, Underwriting or Auction as these fees should be reported in their respective sections.

**Total Corporate Management & Support** – the direct, indirect and in-kind expense column will be auto-summed from above. The total ‘Corporate Management & Support’ expenses will be used to pre-populate the total ‘Corporate Management & Support Direct, Indirect & In-Kind’ expenses within the ‘Station Expenses’ in question #3.1. Please note that this is the only place where you will report Indirect Support including Occupancy in the survey. A warning message will be displayed if the Total Corporate Management & Support Expense for the current fiscal year has a variance  $\geq +$  or  $- 25\%$  than the prior fiscal year. Please use the comment box to explain this variance before submitting the survey.

## **Development**

### **5.1 Membership Revenue (<\$1,000)**

In this question, fill in your donor revenue by type (New, Renewal, etc.) and source (Pledge/On Air, Direct Mail, etc.) from donors that cumulatively contributed less than \$1,000 during the year. This revenue should include all revenue that flows through your membership database, except gifts totaling \$1,000 or more for the fiscal year.

Include in membership revenue:

- e.g.: If Joe Smith contributed \$250 in month 1 of the fiscal year and \$500 in month 6 within the same fiscal year, then he would have cumulatively contributed \$750 and the total amount of \$750 should be reported as Membership revenue.

Do not include in membership revenue:

- e.g.: If Joe Smith contributed \$800 in month 1 of the fiscal year and \$500 in month 6 within the same fiscal year, then he would have cumulatively contributed \$1,300 and the total amount of \$1,300 should be reported as Major Giving revenue.

An error message will be displayed and you will not be able to submit the survey if you have entered an amount for “New”, “Renewal”, “Re-Join”, or “Add-Gift” for any of the categories in question #5.1 (with the exception of “Other Membership Programs”), and you haven’t entered a value for the donors for “New”, “Renewal”, “Re-Join”, or “Add-Gift” in question #5.2 for the same categories.

An error message will be displayed and you will not be able to submit the survey if the total amount entered for “New”, “Renewal”, “Re-Join”, or “Add-Gift” for any of the categories in question #5.1 (with the exception of “Other Membership Programs”) divided by the donor number for “New”, “Renewal”, “Re-Join”, or “Add-Gift” in question #5.2 for the same categories is not greater than \$1,000, because it would not meet the definition of Membership Revenue.

#### *Types of Revenue (Columns)*

**New (\$)** – report revenues from donors who gave a cumulative total of less than \$1,000 to the station the first time during the fiscal year.

**Renewal (\$)** – report revenues from donors who gave a cumulative total of less than \$1,000 to the station during the fiscal year within the renewal cycle of 9 to 14 months since their most recent Membership gift.

**Rejoin (\$)** – report revenues from donors who gave a cumulative total of less than \$1,000 to the station during the fiscal year, where 15 months or more have passed since their most recent Membership gift.

**Add-Gift (\$)** – report all additional revenue, above the primary gift amounts, from donors who gave a cumulative total of less than \$1,000 to the station during the fiscal year. ***Include only amounts contributed by the Member, not any employer contributed Matching Gifts, as these will be reported below on the ‘Other Membership Programs’ row.***

*Sources of Revenue (Rows)*

**Pledge/On Air** – enter all revenues from donors who gave a cumulative total of less than \$1,000 to the station through on-air pledging. This would include all revenues received via digitally during an on-air pledge. Report all other digital revenues in the ‘Digital’ source.

**Direct Mail** – enter all revenues from donors who gave a cumulative total of less than \$1,000 to the station in response to direct mailings.

**Telemarketing** – enter all revenues from donors who gave a cumulative total of less than \$1,000 to the station in response to proactive telephoning. This would not include reactive activities such as answering the phone during a pledge drive; enter this revenue in the ‘Pledge/On Air’ source.

**Digital** – enter all revenues from donors who gave a cumulative total of less than \$1,000 to the station through on-line only pledge activities. This would not include revenues received on-line via a digital process during an on-air pledge campaign; enter this revenue in the ‘Pledge/On Air’ source.

**Other Membership Programs** – enter all revenues from donors who gave a cumulative total of less than \$1,000 to the station via any other means not reported above. ***This would include all sustainer gifts not exceeding \$1,000 in aggregate during the course of the year, as well as any employer Matching Gift received in conjunction with an employee Membership contribution, regardless of the Matching Gift amount; also include these amounts in the numbers you then report in question #5.4, ‘Gift Type Detail.’*** Report all revenue received via Membership installment contributions in the appropriate source (Pledge/On Air, Direct Mail, etc.)

**Total** – the membership revenues for each column will be auto-summed from above. The total Membership Revenue (< \$1,000) will be used to pre-populate the ‘Membership (Contributions < \$1,000)’ revenue in question #2.1 and will also be used to pre-populate ‘Cumulative Annual Gifts’ in question #5.3 for the range \$1 - \$999 within the ‘Amount of Gifts (\$)’ column. A warning message will be displayed if the Total Membership Revenue (<\$1,000) Revenue for the current fiscal year has a variance  $\geq +$  or  $- 25\%$  than the prior fiscal year. Please use the comment box to explain this variance before submitting the survey.

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

In this question, fill in the number of donors by both type (New, Renewal, etc.) and source (Pledge/On Air, Direct Mail, etc.) for donors that contributed less than \$1,000 during the year. This number should include all donors that provided revenue through your membership database, except those who gave cumulative gifts of \$1,000 or more.

Include in membership number of donors:

- e.g.: If Joe Smith contributed \$250 in month 1 and \$500 in month 6, then he would have cumulatively contributed \$750 and Joe should be reported as 1 Membership donor; 1 additional or add-gift should also be recognized.

Do not include in membership number of donors:

- e.g.: If Joe Smith contributed \$800 in month 1 and \$500 in month 6, then he would have cumulatively contributed \$1,300 and Joe should be reported as 1 Major Giving donor (\$1,000 to \$2,499).

Joint Licensees ONLY – If you receive a contribution that is being allocated to TV and Radio please report as follows: report this as 1 donor and 1 gift. For the dollar amount please ONLY report the contribution that your station has allocated to TV.

An error message will be displayed and you will not be able to submit the survey if you have entered a number of donors greater than 0 for “New”, “Renewal”, “Re-Join”, or “Add-Gift” for any of the categories in question #5.2 (with the exception of “Other Membership Programs”), and you haven’t entered an amount for “New”, “Renewal”, “Re-Join”, or “Add-Gift” in question #5.1 for the same categories.

#### *Types of Donors (Columns)*

**New (#)** – report the number of donors who gave a cumulative total of less than \$1,000 to the station for the first time during the fiscal year.

**Renewal (#)** – report the number of donors who gave a cumulative total of less than \$1,000 to the station during the fiscal year within the renewal cycle of 9 to 14 months since their most recent Membership gift.

**Rejoin (#)** – report the number of donors who gave a cumulative total of less than \$1,000 to the station during the fiscal year, where 15 months or more have passed since their most recent Membership gift.

**Total** – the number of donors for each row will be auto-summed.

**Add-Gift (#)** – report the total number of additional gifts, over and above the primary gift, from donors who gave a cumulative total of less than \$1,000 to the station during the fiscal year.

***Include only additional gifts from the Member, not employer contributed ‘Matching Gifts’.***

#### *Sources of Donors (Rows)*

**Pledge/On Air** – enter the number of donors who gave a cumulative total of less than \$1,000 to the station through on-air pledge. This would include all donors contributing via digitally during on-air pledging. Report all other digital donors in the ‘Digital’ source.

**Direct Mail** – enter the number of donors who gave a cumulative total of less than \$1,000 to the station in response to direct mailings.

**Telemarketing** – enter the number of donors who gave a cumulative total of less than \$1,000 to the station in response to proactive telephoning. This would not include reactive activities such as answering the phone during a pledge drive; report these donors in the ‘Pledge/On Air’ source.

**Digital** – enter the number of donors who gave a cumulative total of less than \$1,000 to the station on-line. Do not include donors that contributed gifts on-line or digitally during a web-pledge campaign; report these donors in the ‘Pledge/On Air’ source.

**Other Membership Programs** – enter the number of donors who gave a cumulative total of less than \$1,000 to the station via any other means not reported above. ***Include any donors contributing amounts less than \$1,000 during the year via sustainer gifts as 1 donor (no additional gifts) associated with each sustainer gift; do not include any donor or gift counts related to employer contributed Matching Gifts.***

**Total** – the number of donors for each column will be auto-summed from above. The total number of Membership Donors (< \$1,000) will be used to pre-populate the ‘Number of Donors (#)’ column for the range \$1 - \$999 in question #5.3. An error message will be displayed if the Total Membership - number of Donors (<\$1,000) for the current fiscal year has a variance  $\geq +$  or  $- 25\%$  than the prior fiscal year. You will not be able to submit your SABS survey until you explain this variance in the comment box.

### **5.3 Cumulative Annual Gifts (Membership and Major Giving)**

In this question, report the total number of donors contributing to your station during the fiscal year, the total number of gifts they gave and the total cumulative amount of those gifts by the size of each donor’s cumulative gift amount. Report donors, gifts and gift amounts corresponding with Membership and Major Giving donor contributions only. For Major Giving include only gifts from individuals; and include any amounts received via employers’ ‘Matching Gifts’ programs (you will also include these amounts in the numbers you then report in question #5.4, ‘Gift Type Detail.’) ***Report only the amount associated with any employer contributed Matching Gifts here; do not include the employer as a donor, nor the matched amount as a gift. Do not include any gifts classified as underwriting or planned gifts.***

The amounts entered in the first row, for the range \$1 to \$999 for Number of Donors (#), Number of Gifts (#) and the Amount of the Gifts (\$) will be pre-populated from the totals in questions #5.1 and #5.2. Please enter information as is appropriate for all other ranges of Major Giving contributions (all contributions  $\geq$  \$1,000).

An error message will be displayed and you will not be able to submit the survey if you have entered a value for the “Number of Donors” for any of the ranges with the exception of \$1-\$999, and there isn’t a value for “Number of Gifts” or an amount for “Amount of Gifts” for that same range. Likewise, if there is a value for “Number of Gifts” or an amount for “Amount of Gifts” for any of the ranges with the exception of \$1-\$999, and there isn’t a value for “Number of Donors” for that same range, an error message will be displayed and you will not be able to submit the survey.

#### *Types (Columns)*

**Number of Donors (#)** – report the total number of donors by the cumulative total of their gift(s) for the year. ***Where ‘matched’ via an employer contributed Matching Gift, do not include the employer as an additional donor. Only include the number of donors from Membership and Major Giving.***

**Number of Gifts (#)** – report the total number of gifts received by each ‘category’ of donor cumulative gift size. *Where ‘matched’ via an employer contributed Matching Gift, do not include the match as an additional gift.* Please note that the number of gifts should be greater than or equal to the number of donors reported. **Only include the number of gifts from Membership and Major Giving.**

**Amount of Gift (\$)** – report the total amount of all gifts received by each ‘category’ of donor cumulative gift size. *Include any amounts ‘matched’ via an employer contributed Matching Gift, regardless of the amount ‘matched.’* **Only include the amount of gifts from Membership and Major Giving.**

#### *Gift Sizes (Rows)*

**\$1 to \$999** – ‘Number of Donors (#),’ ‘Number of Gifts (#)’ and ‘Amount of Gifts (\$)’ will be pre-filled from the totals in questions #5.1 and #5.2.

**\$1,000 to \$9,999 and \$10,000 and Above Ranges** - The specific amount ‘ranges’ should be used to enter the number of donors, number of gifts and total amount of these gifts that fall into each ‘range.’ Remember, these are the cumulative totals of all gifts and amounts given throughout the fiscal year (e.g.: if a donor gave \$5,000 in month 3 of the fiscal year and another \$3,000 in month 5 of the same fiscal year, this would be 1 (\$1,000 to \$9,999 range) donor, 2 gifts and a total amount of \$8,000). *If this amount were ‘matched’ at 50% via an employer contributed Matching Gift, please keep the entry on the \$1,000 to \$9,999 row even though the total gift, after matching, is \$12,000.* **Only include Major Giving amounts in these rows.** The total Cumulative Annual Gifts for these two ranges will be used to pre-populate the ‘Major Giving (Contributions >= \$1,000)’ revenue in question #2.1.

**Total** - the totals for each column will be auto-summed from above. An error message will be displayed if the Total number of Donors for the current fiscal year has a variance  $\geq +$  or  $-$  25% than the prior fiscal year. You will not be able to submit your SABS survey until you explain this variance in the comment box.

#### **5.4 Gift Type Detail**

This question captures the total amount of matching gifts received in conjunction with Membership and Major Giving contributions and the total number of donors contributing to your station via sustainer gifts.

**Matching Gifts (\$ Amount)** – enter the amount of revenue received by the station via employers’ matching gifts of employees’ Membership and Major Giving donations to the station, as part of the employers’ matching gift programs, regardless of the Matching Gift amounts received. Report only the portion received from the employer here. A warning message will be displayed if the Total Amount of Gifts (\$) for the current fiscal year has a variance  $\geq +$  or  $-$  25% than the prior fiscal year. Please use the comment box to explain this variance before submitting the survey.



**Sustainer Gifts (# of Donors)** – enter the number of donors that provide Membership or Major Giving contributions to the station via automated withdrawal from the donor’s bank account or charges via credit card for an indefinite period of time (more than 12 months), until the donor says to stop withdrawing the money. Do not include donors who have made one-time gifts via monthly or other periodic installments here. An error message will be displayed if the Total number of Donors for the current fiscal year has a variance  $\geq +$  or  $- 25\%$  than the prior fiscal year. You will not be able to submit your SABS survey until you explain this variance in the comment box.

**Sustainer Gifts (\$ Amount)** – enter the amount of revenue received from Membership or Major Giving contributions to the station via automated withdrawal from the donor’s bank account or charges via credit card for an indefinite period of time (more than 12 months), until the donor says to stop withdrawing the money. Do not include revenue from donors who have made one-time gifts via monthly or other periodic installments here.

### **5.5 Planned Giving Revenue Detail**

For this question, report the total number of gifts and total revenue actually realized during the fiscal year. Realized gifts represent funds actually collected by the station during the year and recognized on your audited financial statements.

An error message will be displayed, and you will not be able to submit the survey if you have entered an amount for realized gifts but not entered a number for realized gifts. Likewise, if you enter a number for realized gifts but not an amount for realized gifts, you will get an error message and will not be able to submit the survey.

#### *Types (Columns)*

**Realized in FY (#)** – report the number of planned gifts (bequests, trusts, annuities, etc.) actually received during the fiscal year.

**Realized in FY (\$)** – report the total revenue from planned gifts (bequests, trusts, annuities, etc.) actually received during the fiscal year. The total realized amount revenue will be used to pre- fill ‘Planned Giving’ revenue in question #2.1.

### **5.6 Endowment Fund Detail**

For this question, report the endowment fund information requested below. Some of the data requested will be pre-populated from the revenue questions #2.1 and #2.2. Include both restricted and unrestricted endowment or quasi-endowment fund values.

**Value of Fund at the start of Fiscal Year** – this amount will be pre-populated from the amount reported as the previous year’s end of year value. Please validate and e-mail [sabs@cpb.org](mailto:sabs@cpb.org) if you believe this amount is not correct.

**New Endowment Contributions** – this amount will be pre-populated as the sum of ‘Endowment for Revenue Sources and Type’ in question #2.2 less the (sum of ‘Interest and Dividends: Endowment’ plus ‘Realized Gains (Losses) on Marketable Securities Transactions:

Endowment’ plus ‘Unrealized Gains (Losses) on Marketable Securities Transactions: Endowment’ in question #2.1). Please validate this amount and make any necessary corrections to the entries in questions #2.1 and/or #2.2 as applicable.

**Realized Investment Gains** – this amount will be pre-populated from the sum of ‘Interest and Dividends: Endowment’ plus ‘Realized Gains (Losses) on Marketable Securities Transactions: Endowment for Total Station Revenue’ in question #2.1. Please validate this amount and make any necessary corrections to the entries in question #2.1 as applicable.

**Unrealized Investment Gains (Losses)** – this amount will be pre-populated from the ‘Unrealized Gains (Losses) on Marketable Securities Transactions: Endowment for Total Station Revenue’ in question #2.1. Please validate this amount and make any necessary corrections to the entries in question #2.1 as applicable.

**Discretionary spending from the Endowment Fund** – enter, as a negative figure, the amount of any discretionary disbursements from the endowment or quasi-endowment fund. If spending by formula occurs from any portion of the principal, gains or interest on the endowment fund, then enter this amount.

**Discretionary additions to the Endowment Fund** – enter the amount of any discretionary additions made to the endowment or quasi-endowment fund.

**Value of Fund at end of the Fiscal Year** – the value of the fund at the end of the fiscal year will be auto-summed from above.

**Value of pledged gifts not yet received** – enter the value of documented pledged gifts not yet received for the endowment or quasi-endowment fund.

## 5.7 Development Expenses

**Premiums: Total** – enter all direct and in-kind expenses incurred to purchase premiums for ‘Thank You’ gift giving and the expenses incurred for packaging, shipping, postage, etc. required to send the out to the recipients. Also include expenses incurred on member cards, member preview guides, etc.

**Consulting, Contracted & Outsourced Personnel and Services Fees** – enter all direct and in-kind expenses associated with consulting, contracted or outsourced personnel and/or services utilized in support of the station’s development activities. Include only those expenses incurred for development, function specific services, and report any ‘General Consulting’ services expenses in the ‘General Management and Support’ area.

**Other Expenses** – enter all direct and in-kind development expenses that do not fit into the categories above. Some examples of what might be included are expenses related to donor research (e.g.: software, licenses, database analysis, subscriptions, list buys, etc.), support materials (e.g.: brochures, newsletters, videos, proposal packages, etc.), prospect cultivation (e.g.: events, meals, recognition materials, etc.) used with the specific intent of cultivating

prospective and/or retaining existing donors, expenses related to direct mail and other development related mailing services (except Fulfillment of Member Premiums, as these expenses should be entered above), acknowledgments and renewals, printing, production, postage, consultants/freelancers, expenses related to the outsourcing of your telemarketing program, or any non-personnel expenses related to a significant proactive in-house telemarketing campaign, expenses incurred for debt that is delinquent and has been written off as uncollectible (bad debt), expenses associated with development specific office supplies and/or printing, and general travel related expenses not directly related to Professional Development/Training for Development Staff ONLY, as well as Credit Card/Bank Card discounts and fees.

Do not include general office supplies purchased by the station for all departments as these expenses should be reported on the 'All Other Corporate Management & Support' row of question #4.1, within the Corporate Management & Support functional group. Professional Development/Training expenses should also be reported in Corporate Management & Support within question #4.1. Expenses associated with Special Events should be captured in the 'Special Events' row of Questions #3.1

**Total** – the direct and in-kind expenses will be auto-summed from above. The total development expenses must equal the total development direct and in-kind expenses within the 'Station Expenses' in question #3.1. An error message will be displayed and you will not be able to submit the survey until these equal.

## **Underwriting**

### **6.1 Underwriting Revenue Detail**

**National Production Underwriting** – report only underwriting revenue received by your station with the expressed purpose of producing a specific program that, from inception, is intended for national distribution. The underwriting revenue is restricted to the specific program produced and the primary intent of the National Production Underwriter is the ‘naming opportunity’ or acknowledgement associated with the nationwide airing of the specific production. In other words, the primary reason for the donor’s gift is to have their name attached to the project; this often equates to a ‘media buy’ in their minds. The sum of the ‘National Production Underwriting’ and ‘Local Production Underwriting’ in question #6.1 must equal the total revenue reported in question #6.2. An error message will be displayed and you will not be able to submit the survey until the sum of ‘National Production Underwriting’ and ‘Local Production Underwriting’ in question #6.1 equals the total revenue reported in question #6.2.

**Local Production Underwriting** – report underwriting revenue received by your station with the expressed purpose of producing a specific program that, from inception, is intended only for local distribution. The underwriting revenue is restricted to the specific program produced and the primary intent of the Local Production Underwriter is the ‘naming opportunity’ or acknowledgement associated with the airing of the specific production on your station. In other words, the primary reason for the donor’s gift is to have their name attached to the project; this often equates to a ‘media buy’ in their minds. The sum of the ‘Local Production Underwriting’ and ‘National Production Underwriting’ in question #6.1 must equal the total revenue reported in question #6.2. An error message will be displayed and you will not be able to submit the survey until the sum of ‘Local Production Underwriting’ and ‘National Production Underwriting’ in question #6.1 equals the total revenue reported in question #6.2.

**Spot/Run of Schedule Underwriting** – this amount will be pre-populated from the ‘Spot/Run of Schedule Underwriting’ in question #6.3. Please validate this amount and make any necessary corrections to the ‘Spot/Run of Schedule Underwriting’ in question #6.3 as applicable. Revenue reported here should be generated by the underwriting department and is placed in the interstitial schedule (Interstitial is defined here as the time between programs). Do not include underwriting within the program used to acknowledge a supporter of that specific project. Include only sponsorship that your station solicits that does not go into the program portion. An example of this would include a tape that has 58 minutes of programming within a block of 60 minutes. The definition of interstitial is the 2 minutes. The primary intent of the Spot/Run of Schedule Underwriter is the ‘naming opportunity’ or on-air acknowledgement of their general support of your station’s operations and/or strategic mission(s). In other words, the primary reason for the donor’s gift is to have their name attached to the station; this often equates to a ‘media buy’ in their minds.

**Educational Services Underwriting** – report underwriting revenue received by your station with the expressed purpose of producing an educational services program, creating Educational Services material, etc. The underwriting revenue is restricted to the specific program, event or material produced and the primary intent of the Educational Services Underwriter is the agreed

upon form of ‘naming opportunity’ or acknowledgement of their support of your station’s operations, strategic mission(s) or specific event or distribution. In other words, the primary reason for the donor’s gift is to have their name attached to the project; this often equates to a ‘media buy’ in their minds. The total for ‘Educational Services Underwriting’ plus ‘Community Engagement Services Underwriting’ plus ‘Special Events/Other Underwriting’ will be used to pre-populate the ‘All Other Underwriting Revenue’ in question #2.1.

**Community Engagement Underwriting** – report underwriting revenue received by your station with the expressed purpose of producing a community engagement services program, creating Community Engagement material, etc. The underwriting revenue is restricted to the specific program, event or material produced and the primary intent of the Community Engagement Underwriter is the agreed upon form of ‘naming opportunity’ or acknowledgement of their support of your station’s operations, strategic mission(s) or specific event or distribution. In other words, the primary reason for the donor’s gift is to have their name attached to the project; this often equates to a ‘media buy’ in their minds. The total for ‘Educational Services Underwriting’ plus ‘Community Engagement Services Underwriting’ plus ‘Special Events/Other Underwriting’ will be used to pre-populate the ‘All Other Underwriting Revenue’ in question #2.1.

**Special Event/Other Underwriting** – report underwriting revenue received by your station in support of special events, or other underwriting not already categorized above. The primary intent of the Special Event/Other Underwriter is the agreed upon form of ‘naming opportunity’ or acknowledgement of their support of the specific event, or your station’s operations, strategic mission(s), etc. In other words, the primary reason for the donor’s gift is to have their name attached to the project; this often equates to a ‘media buy’ in their minds. The total for ‘Educational Services Underwriting’ plus ‘Community Engagement Services Underwriting’ plus ‘Special Events/Other Underwriting’ will be used to pre-populate the ‘All Other Underwriting Revenue’ in question #2.1.

**Total** – the Underwriting revenue will be auto-summed from above. A warning message will be displayed if the Total Underwriting revenue for the current fiscal year has a variance  $\geq +$  or  $-$  25% than the prior fiscal year. Please use the comment box to explain this variance before submitting the survey.

## 6.2 Production Underwriting Detail

Report the number of underwriters contributing to specific station production efforts during the fiscal year, as well as the total revenue provided to the station from these underwriters. Revenue reported here should be underwriting that is restricted to producing specific content for broadcast and/or the web, video, DVD, or other similar formats. The primary intent of the Production Underwriter is the ‘naming opportunity’ or acknowledgement associated with the airing of the specific production. In other words, the primary reason for the donor’s gift is to have their name attached to the project; this often equates to a ‘media buy’ in their minds. Revenue reported here should not include Spot/Run of Schedule, Educational Services, Community Engagement,

Auction or Special Events/Other Underwriting. The total revenue reported in question #6.2 must equal the sum of the ‘National Production Underwriting’ and ‘Local Production Underwriting’ in

question #6.1. An error message will be displayed and you will not be able to submit the survey until the sum of ‘National Production Underwriting’ and ‘Local Production Underwriting’ in question #6.1 equals the total revenue reported in question #6.2.

*Types (Columns)*

**Total # of Underwriters** – report the unique number of production underwriters that contributed to the station during the current fiscal year, by type of underwriter. An error message will be displayed and you will not be able to submit the survey if the number of Underwriters in question #6.2 has a value greater than zero, but the Revenue amount reported for that same category was zero. A warning message will be displayed if you have reported a large number of underwriters (greater than 100) for any of the categories in question #6.2.

**Revenue (\$)** - report the total amount of production underwriting revenue that was contributed to the station during the current fiscal year, by type of underwriter. An error message will be displayed and you will not be able to submit the survey if the Revenue amount reported in question #6.2 has a value greater than zero, but the number of Underwriters reported for that same category was zero. The total revenue will be used to pre-populate the ‘Production Underwriting’ revenue in question #2.1.

*Source of Revenue (Rows)*

**Individuals** – enter the total number of unique production underwriters who were individuals and the total amount of production underwriting revenue from these individuals. Individuals are defined here as any person that has contracted to underwrite a production effort in exchange for personal, on-air acknowledgement. If the total number of unique underwriters who are individuals is greater than 500 please verify that you have entered the number of underwriters and total dollar amount in the correct fields.

**Businesses (For Profit Entities)** – enter the total number of unique production underwriters that were businesses or other for-profit concerns, and the total amount of production underwriting revenue from these businesses. Businesses are defined here as only those for-profit concerns that have contracted to underwrite a production effort in exchange for on-air acknowledgement. If the total number of unique underwriters who are businesses is greater than 500 please verify that you have entered the number of underwriters and total dollar amount in the correct fields.

**Foundations (Not-For-Profit Entities)** – enter the total number of unique production underwriters that were foundations or other not-for-profit concerns, and the total amount of production underwriting revenue from these foundations. Foundations are defined here as not-for-profit concerns that have contracted to underwrite a production effort in exchange for on-air acknowledgement. If the total number of unique underwriters who are foundations is greater than 500 please verify that you have entered the number of underwriters and total dollar amount in the correct fields.

**Government (Federal, State, Local and Other Gov’t)** – enter the total number of unique production underwriters that were United States government entities only and the total amount of production underwriting revenue from these government entities. Government entities are defined here as any United States government agencies or other public sector entities that have

contracted to underwrite a production effort in exchange for on-air acknowledgement. If the total number of unique underwriters who are U.S. government entities is greater than 500 please verify that you have entered the number of underwriters and total dollar amount in the correct fields.

**All Other (CPB, PBS, NPR and Other Public Broadcasting Stations & Entities, Colleges & Universities, and All Other)** – enter the total number of unique production underwriters that were not previously captured above and the total amount of production underwriting revenue from these underwriters. Include any other source of production underwriting revenue not captured in the categories above that has contracted to underwrite a production effort in exchange for on-air acknowledgement. This would include any foreign government entity. If the total number of unique underwriters reported here is greater than 500 please verify that you have entered the number of underwriters and total dollar amount in the correct fields.

**Total** – the number of underwriters and revenue will be auto-summed from above. A warning message will be displayed if the Total revenue for the current fiscal year has a variance  $\geq +$  or  $-$  25% than the prior fiscal year. Please use the comment box to explain this variance before submitting the survey.

### 6.3 Spot/Run of Schedule Underwriter Detail

Report the number of underwriters who underwrote specific spot/run of schedule ‘time slots’ during the fiscal year, as well as the total revenue that was provided to the station from these underwriters. Revenue reported here should be generated by the underwriting department and is placed in the interstitial schedule (Interstitial is defined here as the time between programs). Do not include underwriting within the program used to acknowledge a supporter of that specific project, but rather report only sponsorship that your station solicits that does not go into the program portion. An example of this would include a tape that has 58 minutes of programming within a block of 60 minutes. The definition of interstitial is the 2 minutes. The primary intent of the Spot/Run of Schedule Underwriter is the ‘naming opportunity’ or on-air acknowledgement of their general support of your station’s operations and/or strategic mission(s). In other words, the primary reason for the donor’s gift is to have their name attached to the project; this often equates to a ‘media buy’ in their minds. The total revenue for ‘Spot/Run of Schedule Underwriter Detail’ will be used to pre-populate the ‘Underwriting Revenue Detail for Spot/Run of Schedule Underwriting’ in question #6.1.

#### *Types (Columns)*

**Total # of Underwriters** – report the unique number of spot/run of schedule underwriters that contributed to the station during the current fiscal year, by type of underwriter. An error message will be displayed and you will not be able to submit the survey if the number of Underwriters in question #6.3 has a value greater than zero, but the Revenue amount reported for that same category was zero. A warning message will be displayed if you have reported a large number of underwriters (greater than 100) for any of the categories in question #6.3.

**Revenue (\$)** - report the total amount of spot/run of schedule underwriting revenue that was contributed to the station during the current fiscal year, by type of underwriter. The total

revenue will be used to pre-populate the ‘Spot/Run of Schedule Underwriting’ revenue in question #2.1.

An error message will be displayed and you will not be able to submit the survey if the Revenue amount reported in question #6.3 has a value greater than zero, but the number of Underwriters reported for that same category was zero.

*Source of Revenue (Rows)*

**Individuals** – enter the total number of unique spot/run of schedule underwriters who were individuals and the total amount of spot/run of schedule underwriting revenue from these individuals. Individuals are defined here as any person that has contracted to underwrite a spot/run of schedule ‘time slot’ in exchange for personal, on-air acknowledgement. If the total number of unique underwriters who are individuals is greater than 500 please verify that you have entered the number of underwriters and total dollar amount in the correct fields.

**Businesses (For Profit Entities)** – enter the total number of unique spot/run of schedule underwriters that were businesses or other for-profit concerns, and the total amount of spot/run of schedule underwriting revenue from these businesses. Businesses are defined here as only those for-profit concerns that have contracted to underwrite a spot/run of schedule ‘time slot’ in exchange for on-air acknowledgement. If the total number of unique underwriters who are businesses is greater than 500 please verify that you have entered the number of underwriters and total dollar amount in the correct fields.

**Foundations (Not-For-Profit Entities)** – enter the total number of unique spot/run of schedule underwriters that were foundations or other not-for-profit concerns, and the total amount of spot/run of schedule underwriting revenue from these foundations or non for profits. Foundations are defined here as not-for-profit concerns that have contracted to underwrite a spot/run of schedule ‘time slot’ in exchange for on-air acknowledgement. If the total number of unique underwriters who are foundations is greater than 500 please verify that you have entered the number of underwriters and total dollar amount in the correct fields.

**Government (Federal, State, Local and Other Gov’t)** – enter the total number of unique spot/run of schedule underwriters that were United States government entities only and the total amount of spot/run of schedule underwriting revenue from these government entities. Government entities are defined here as any United States government agencies or other public sector entities that have contracted to underwrite a spot/run of schedule ‘time slot’ in exchange for on-air acknowledgement. If the total number of unique underwriters who are U.S. government entities is greater than 500 please verify that you have entered the number of underwriters and total dollar amount in the correct fields.

**All Other (CPB, PBS, NPR and Other Public Broadcasting Stations & Entities, Colleges & Universities, and All Other)** – enter the total number of unique spot/run of schedule underwriters that were not previously captured above and the total amount of spot/run of schedule underwriting revenue from these underwriters. Include any other source of spot/run of schedule underwriting revenue not captured in the categories above that has contracted to underwrite a spot/run of schedule ‘time slot’ in exchange for on-air acknowledgement. This



would include any foreign government entity. If the total number of unique underwriters reported here is greater than 500 please verify that you have entered the number of underwriters and total dollar amount in the correct fields.

**Total** – the number of underwriters and revenue will be auto-summed from above. The total Spot/Run of Schedule Underwriting Revenue will be used to pre-populate the Spot/Run of Schedule Revenue in question #6.1. A warning message will be displayed if the Total revenue for the current fiscal year has a variance  $\geq +$  or  $- 25\%$  than the prior fiscal year. Please use the comment box to explain this variance before submitting the survey.

#### **6.4 Underwriting Detail – Expenses**

**Consulting, Contracted & Outsourced Personnel and Services Fees** – enter all direct and in-kind expenses associated with consulting, contracted or outsourced personnel and/or services utilized in support of the station’s underwriting activities. Include only those expenses incurred for underwriting, function specific services, and report any ‘General Consulting’ services expenses in the ‘General Management and Support’ area.

**Other Expenses** – enter all underwriting direct and in-kind expenses that did not fit into the ‘Consulting, Contracted & Outsourced Personnel and Services Fees’ above. Some examples of what might be included are expenses related to underwriting research (e.g.: software, licenses, database analysis, subscriptions, list buys, etc.), support materials (e.g.: brochures, newsletters, videos, proposal packages, etc.), prospect cultivation (e.g.: events, meals, recognition materials, etc.) used with the specific intent of cultivating and/or retaining existing and prospective underwriters, expenses incurred for underwriting specific promotional and advertising cost incurred in conjunction with underwriting related events or tasks, expenses incurred for debt that is delinquent and has been written off as uncollectible (bad debt), and expenses associated with underwriting specific office supplies and/or printing, as well as Credit Card/Bank Card discounts and fees.

Do not include general station promotional and/or advertising costs as these expenses should be reported on the ‘Marketing, PR & Communications’ row of question #3.1, within the Marketing/CRM functional group. Do not include general office supplies purchased by the station for all departments as these expenses should be reported on the ‘All Other Corporate Management & Support’ row of question #4.1, within the Corporate Management & Support functional group. Professional Development/Training expenses should also be reported in Corporate Management & Support within question #4.1.

**Total** – the direct and in-kind expenses will be auto-summed from above. The total underwriting expenses will be used to pre-populate the total underwriting direct and in-kind expenses within the ‘Station Expenses’ in question #3.1.

#### **6.5 Spot/Run of Schedule Underwriting Contracts & Renewal Rate**

In this question, enter the total number of unique Spot/Run of Schedule Underwriting contracts ‘executed on’ during the fiscal year, counting every separate contract as a unique contract! Include only Spot/Run of Schedule Underwriting contracts that generated revenue in question #6.3, and provide the number of separate contracts underwritten as well as the underwriter renewal percentage, calculated as follows:

- Calculate the renewal rate by determining the percent of underwriters that signed Spot/Run of Schedule contracts in FY22 and renewed these contracts in FY23. The total number of underwriting contracts in the current fiscal year less the number of new contracts signed during the current fiscal year equals the total renewed contracts. Divide this number by the total number of underwriting contracts from the previous fiscal year (e.g.: FY23 underwriting contracts number 150). The number of new contracts signed in FY23 is 20. The FY22 underwriting contracts numbered 140. So, 150 (FY23 total contracts) minus 20 (FY23 new contracts) equals 130 (FY23 renewals) divided by 140 (FY22 total contracts) = 93% renewal rate).

An error message will be displayed and you will not be able to submit the survey if the Underwriter Renewal Rate is greater than 100% in question #6.5. A warning message will be displayed if your station's number of separate Spot/Run of Schedule underwriting contracts in question #6.5 is less than the number of Spot/Run of Schedule Underwriters in question #6.3 as there should be at least one contract for each underwriter.

## **Programming**

### **7.1 Program Acquisition Expenses**

Report the direct and in-kind expenses incurred to acquire programming for your station. Also report the number of hours aired by your station, by source of content, including that which you have produced locally.

While completing this question, if your broadcast provides multiple options for viewers please count these as separate hours. However, if your broadcast is simply expanding the geographic reach of your signal please do not count these as separate hours. If you are streaming the same feed from analog over to your digital channel, and broadcasting this content at the same time, then you should not include these hours.

*Types (Columns)*

**Direct & In-Kind Expenses (\$)** - report direct and in-kind expenses associated with the acquisition of programming from each source listed. Include acquired programming from PBS, NETA, BBC, APT and other programming sources, and include the expense even if you did not air the program at your station.

**# of Hours of Programming Aired on Main Broadcast Channel (1 Stream)** – report the number of original as well as repeated hours of programming aired from each source of programming listed below. Include acquired programming from PBS, NETA, BBC, APT and other programming sources, including any local production actually aired by your station, and only count the number of hours aired by your station such that the sum of the totals entered here equals your station’s total broadcast hours on your Main Broadcast Channel (1 Stream). You may be able to retrieve this information from your station’s traffic system. A warning message will be displayed if the total number of hours for the current fiscal year has a variance  $\geq +$  or  $-$  25% than the prior fiscal year. Please use the comment box to explain this variance before submitting the survey.

**Please note:** *we expect you to report between 18 and 24 hours of total programming aired per day on your main broadcast channel (1 stream) here in question #8.1. If you report fewer than 12 hours per day X 365 days (or a total of 4,379 hours) or greater than 24 hours per day X 366 days (or a total of 8,785 hours) you will receive an error message indicating that you must update your information prior to submitting your survey responses. If you report between 12 and 18 hours per day X 365 days (or a total of between 4,380 and 6,570 hours) you will receive a warning message requesting that you validate your entries.*

**# of Hours of Programming Aired on All Other Broadcast Channels** – report the number of original as well as repeated hours of programming aired from each source of programming listed below. Include acquired programming from PBS, NETA, BBC, APT and other programming sources, including any local production actually aired by your station, and only count the number of hours aired by your station such that the sum of the totals entered here equals your station’s total broadcast hours on All Other Broadcast Channels. You may be able to retrieve this information from your station’s traffic system. A warning message will be displayed if the total

number of hours for the current fiscal year has a variance  $\geq +$  or  $- 25\%$  than the prior fiscal year. Please use the comment box to explain this variance before submitting the survey.

*Acquisition by Stream (Rows)*

**PBS Programs – NPS** – enter the number of aired programming hours acquired from PBS' National Program Services (NPS). The direct and in-kind expense for all PBS acquisition content and the PBS Member Service Assessment (MSA) dues should be reported in the 'PBS Program – Total'.

**PBS Program – PFP** – enter the number of aired programming hours acquired from PBS Fundraising Program (PFP). PFP is optional PBS programming that can be purchased for an annual fee. The programs are specifically created to target prospective donors that might not otherwise be reached during pledge drives. The direct and in-kind expense for all PBS acquisition content and the PBS Member Service Assessment (MSA) dues should be reported in the 'PBS Program – Total'.

**PBS Program – PBS Plus & Other** – enter the number of aired programming hours acquired from PBS that were not already categorized above within PBS Programs. This may include PBS' PBS Plus program and/or other. The direct and in-kind expense for all PBS acquisition content and the PBS Member Service Assessment (MSA) dues should be reported in the 'PBS Program – Total'.

**PBS Program – Total** – enter all direct and in-kind expenses incurred from PBS NPS, PFP and PBS Plus & Other. The PBS Member Service Assessment (MSA) dues should also be included in this total within question #8.1.

**NETA** – enter all direct and in-kind expenses incurred on programming acquired from NETA, as well as the number of programming hours aired in conjunction with NETA's Program Service package and/or NETA's Per Program Service. The Program Service requires a membership fee in exchange for access to NETA's programming content. The Per Program service is offered to those stations not choosing the NETA Program Service package to provide NETA programming content 'ala carte' or program by program.

**BBC** – enter all direct and in-kind expenses incurred on programming acquired from BBC, as well as the number of programming hours aired. Only include those expenses where the payment was made directly to BBC.

**APT** – enter all direct and in-kind expenses incurred, and the number of aired programming hours acquired from APT – Per Program and APT Exchange & Other. The APT – Per Program service offers stations APT programming content 'ala carte' or program by program. Include APT movie packages as well as APT Premium Service fees, as applicable.

**Movie Packages (Other Distributions)** – enter all direct and in-kind expenses incurred, and the number of aired programming hours acquired from Movie Packages (Other Distributions). This includes all other movie packages not captured above.

**All Other Program Acquisitions (Other Distributors)** - enter all direct and in-kind expenses incurred, and the number of aired programming hours acquired from All Other Program Acquisitions sources (Other Distributors) not captured above. Do not include PBS, NETA, BBC and APT program acquisitions captured above.

**Local Production** – enter only the number of aired programming hours associated with Local Production. This should include programming of content created originally for your local market, even if it is later used nationally. Your station should have ultimate financial and artistic or editorial control of the content.

**Total** - the direct and in-kind expenses and hours of aired programming will be auto-summed from above. The total direct and in-kind expenses will be used to pre-populate the 'Program Acquisitions' expenses in question #7.2. A warning message will be displayed if the direct and in-kind expenses for the current fiscal year has a variance  $\geq +$  or  $- 25\%$  than the prior fiscal year. Please use the comment box to explain this variance before submitting the survey.

## 7.2 Program Acquisition & Scheduling Expenses

**Program Acquisitions** – the direct and in-kind expenses incurred for the acquisition of station programming content will be pre-filled from the total direct and in-kind expenses populated in question #7.1. This will very likely be the largest amount captured in this question.

**Consulting, Contracted & Outsourced Personnel and Services Fees** – enter all direct and in-kind expenses associated with consulting, contracted or outsourced personnel and/or services utilized in support of the station's programming activities. Include only those expenses incurred for programming, function specific services, and report any 'General Consulting' services expenses in the 'General Management and Support' area.

**Other Expenses** - enter all direct and in-kind programming expenses that do not fit into the categories above. Some examples of what might be included are expenses associated with 'Trafficking' software, shipping/receiving programs, relevant outsourcing, expenses associated with programming specific office supplies and/or printing, and expenses related to programming research (e.g.: software, licenses, database analysis, subscriptions, list buys, etc.) and support materials (e.g.: brochures, newsletters, videos, proposal packages, etc.). This would include research or materials provided by Nielsen or TRAC Media, as well as any other applicable costs. Do not include general office supplies purchased by the station for all departments as these expenses should be reported on the 'All Other Corporate Management & Support' row of question #4.1, within the Corporate Management & Support functional group. Professional Development/Training expenses should also be reported in Corporate Management & Support within question #4.1. The PBS Member Service Assessment (MSA) dues should be reported in question #7.1.

**Total** - the direct and in-kind expenses will be auto-summed from above. The total direct and in-kind expenses must equal the total programming direct and in-kind expenses within the 'Station Expenses' in question #3.1. An error message will be displayed and you will not be able to submit the survey until the totals are equal. A warning message will be displayed if the total

direct and in-kind expenses for the current fiscal year has a variance  $\geq +$  or  $- 25\%$  than the prior fiscal year. Please use the comment box to explain this variance before submitting the survey.

### **7.3 PBS Program Differentiation**

Use the drop down box to select 'yes' or 'no' to answer this question. PDP represents Program Differentiation Participant and is partial participation in a PBS membership. This type of membership would be limited to certain programs provided by PBS. If you have multiple stations and your primary station is a PDP station, then please select 'yes' in the drop down; if your primary station is not a PDP then select 'no' in the drop down.

- Report if your station is a PBS PDP Station.

An error message will be displayed and you will not be able to submit the survey unless you answer either "yes" or "no" for question #7.3.

## **Production**

### **8.1 Content Production Expenses (Direct & In-Kind Expenses)**

#### *Types (Columns)*

**National Broadcast Production** – report all direct and in-kind expenses associated with your station’s production of national broadcast content. This should include only production of content that, from project inception, was created explicitly for delivery to PBS and/or other public television program distributors. Your station should have ultimate financial and artistic or editorial control of the content. A warning message will be displayed if the total National Broadcast Production expense for the current fiscal year has a variance  $\geq +$  or  $- 25\%$  than the prior fiscal year. Please use the comment box to explain this variance before submitting the survey.

**Local Broadcast Production** – report all direct and in-kind expenses associated with your station’s production of local broadcast content. This should include only production of content that, from project inception, was created explicitly for use in your local broadcast market. Your station should have ultimate financial and artistic or editorial control of the content and the program(s) should not be intended for distribution to other stations. A warning message will be displayed if the total Local Broadcast Production expense for the current fiscal year has a variance  $\geq +$  or  $- 25\%$  than the prior fiscal year. Please use the comment box to explain this variance before submitting the survey.

**Non Broadcast Production (Includes Fixed Point to Point Delivery, Web, etc.)** – report all direct and in-kind expenses associated with your station’s production of content not intended for television broadcast (includes fixed point to point delivery, web, etc.). This should include only production of content that, from project inception, was created explicitly for use in your non broadcast production market. Your station should have ultimate financial and artistic or editorial control of the content. A warning message will be displayed if the total Non Broadcast Production (Includes Fixed Point to Point Delivery, Web, etc.) expense for the current fiscal year has a variance  $\geq +$  or  $- 25\%$  than the prior fiscal year. Please use the comment box to explain this variance before submitting the survey.

#### *Expense Sources (Rows)*

**Contracted Personnel (including Outside Producers, Directors, Talent/On Air Host etc.), Services and Equipment Rental** - enter all direct and indirect expenses associated with contracted personnel, services and equipment utilized in the creation of national, local and/or non broadcast productions. This would include rental of remote trucks used for taping, etc.

**Other Expenses** - enter all national, local, and/or non-broadcast production direct and in-kind expenses that did not fit into the ‘Consulting, Contracted & Outsourced Personnel and Services Fees’ above. Some examples of what might be included are production-specific uplink charges, expenses incurred on program rights associated with national, local and/or non broadcast productions (this would include program clearances, copyright licenses, licensing fees, etc. used for production), expenses incurred on project travel, materials and supplies associated with national, local and/or non broadcast productions (this would only include travel, materials,

supplies and/or printing related to specific project production), expenses incurred for production specific liability insurance procured in conjunction with national, local and/or non broadcast productions, and expenses incurred for production specific promotional and advertising costs incurred in conjunction with national, local and/or non-broadcast productions. Do not include general station promotional and/or advertising costs as these expenses should be reported on the 'Marketing, PR & Communications' row of question #3.1, within the Marketing/CRM functional group. Do not include general office supplies purchased by the station for all departments as these expenses should be reported on the 'All Other Corporate Management & Support' row of question #4.1, within the Corporate Management & Support functional group. Professional Development/Training expenses should also be reported in Corporate Management & Support within question #4.1

**Total Production Services Expenses** - the national broadcast, local broadcast and non-broadcast production expenses will be auto-summed from above. The total national production services expenses will be used to pre-populate the national production direct and in-kind expenses within the 'Station Expenses' in question #3.1. The total local production services expenses will be used to pre-populate the local production direct and in-kind expenses within the 'Station Expenses' in question #3.1. The total non broadcast production services expenses will be used to pre-populate the non broadcast production direct and in-kind expenses within the 'Station Expenses' in question #3.1.

## 8.2 Content Production intended for station use (by type)

In this question, please enter the total number of hours of content produced and intended for station use as National, Local or Non Broadcast content. Report all hours produced during the fiscal year regardless of whether or not these hours were aired during the same fiscal year. In the event a production effort spans multiple years (e.g.: a documentary), include any hours of production in each fiscal year, even if this implies "double counting" the resulting hours. Also include any hours of production that result from co-production efforts on which your station is responsible for at least half of the effort. Do not include content created in a prior year, and do not include interstitials.

### *Types (Columns)*

**# of Hours of National Broadcast Production** – report the total number of hours of national content produced. This should include only content that, from project inception, was created explicitly for delivery to PBS and/or other public television program distributors. Your station should have ultimate financial and artistic or editorial control of the content. A warning message will be displayed if the total number of Hours of National Broadcast Production for the current fiscal year has a variance  $\geq +$  or  $- 25\%$  than the prior fiscal year. Please use the comment box to explain this variance before submitting the survey.

**# of Hours of Local Broadcast Production** – report the total number of hours of local content produced. This should include only content that, from project inception, was created explicitly for use in your local broadcast market. Your station should have ultimate financial and artistic or editorial control of the content and the program(s) should not be intended for distribution to other stations. A warning message will be displayed if the local hours produced in question #8.2 does not equal the local hours aired in question #8.1. A warning message will be displayed if the total



number of Hours of Local Broadcast Production for the current fiscal year has a variance  $\geq +$  or  $-25\%$  than the prior fiscal year. Please use the comment box to explain this variance before submitting the survey.

**# of Hours of Non Broadcast Production (Includes Fixed Point to Point Delivery, Web, etc.)**

– report the total number of hours of non broadcast production (includes fixed point to point delivery, web, etc.) content produced. This should include only content that, from project inception, was created explicitly for use in your non broadcast production market. Your station should have ultimate financial and artistic or editorial control of the content. A warning message will be displayed if the total number of Hours of Non Broadcast Production (Includes Fixed Point to Point Delivery, Web, etc.) for the current fiscal year has a variance  $\geq +$  or  $-25\%$  than the prior fiscal year. Please use the comment box to explain this variance before submitting the survey.

*Sources (Rows)*

**State/local government or election coverage** – enter the total number of hours of state and/or local government or election coverage originally produced by your station and intended for national or local broadcast, or for delivery via non broadcast means.

**Informational call-in broadcast** – enter the total number of hours of informational call-in broadcast programming originally produced by your station and intended for national or local broadcast, or for delivery via non broadcast means.

**News** – enter the total number of hours of news programming originally produced by your station and intended for national or local broadcast, or for delivery via non broadcast means. These shows provide general information about multiple topics and are similar to local news aired on the major commercial networks.

**Public Affairs** - enter the total number of hours of public affairs programming originally produced by your station and intended for national or local broadcast, or for delivery via non broadcast means. These shows provide more in-depth information on a limited number of topics.

**Arts and Culture** – enter the total number of hours of arts and culture programming originally produced by your station and intended for national or local broadcast, or for delivery via non broadcast means. This could include focused arts and culture topics, as well as other initiatives.

**Sports Programming** – enter the total number of hours of sports programming originally produced by your station and intended for national or local broadcast, or for delivery via non broadcast means.

**Pledge Programs, Pledge Breaks & Auction** – the total number of hours of pledge programming, pre-taped pledge breaks and Auction originally produced by your station (excluding air checks) and intended for national or local broadcast, or for delivery via non broadcast means.

**Educational** – enter the total number of hours of educational programming originally produced by your station and intended for national or local broadcast, or for delivery via non broadcast means.

**All Other Productions** – enter the total number of hours of all other programming originally produced by your station and not captured above, such as a history program aired by your station. Include national, local or non broadcast productions.

**Total Number of Hours** – the number of hours will be auto-summed from above.

***Please Note:*** Of the total number of hours reported above, please indicate the number of hours utilizing the services below:

**Total Hours using Closed-Captioning** - from the ‘Total Number of Hours’ above, enter the number of hours of programming produced by your station that utilize the Closed Captioning service. The ‘Total Hours using the Closed-Captioning’ must be less than or equal to the ‘Total Number of Hours’ above. An error message will be displayed and you will not be able to submit the survey until this condition is satisfied. An error message will be displayed if the total national hours for closed-captioning does not equal the total national hours and you will not be able to submit the survey until this condition is satisfied.

**Total Hours using the SAP Channel** - from the ‘Total Number of Hours’ above, enter the number of hours of programming produced by your station that utilize the Secondary Audio Programming (SAP) Channel. The ‘Total Hours using the SAP Channel’ must be less than or equal to the ‘Total Number of Hours’ above. An error message will be displayed and you will not be able to submit the survey until this condition is satisfied.

## **Content Distribution & Delivery (CD&D)**

### **9.1 Revenue Generated by Content Distribution & Delivery Activities**

In this question report all revenue generated from the use or lease of CD&D equipment and/or excess capacity, and all fees paid to the station for services provided by CD&D personnel.

**Tower Lease** - enter all revenues generated by leasing tower 'vertical real estate' and/or excess capacity including, but not limited to use by other broadcasters, local police/fire/government for transmission equipment, cell-phone providers, etc.

**ITFS/Alternative Transmission Services** - enter all revenues generated from the use or lease of excess capacity in CD&D Instructional Television Fixed Services (ITFS) and all other 'point-to-point' alternative transmission services. Include excess capacity leases from Sprint, etc.

**Uplink/Teleconferencing Services** - enter all revenues generated from the use or lease of excess capacity in CD&D uplink/teleconferencing services.

**Facility/Equipment Rental** - enter all revenues generated from the rental of CD&D facilities and/or equipment. Include only the rental of specific buildings or equipment used specifically by CD&D. Do not include the rentals of production facilities or equipment in this amount.

**Datacasting** - enter all revenues generated from the use or lease of excess capacity in CD&D Datacasting. Include any data feeds that 'piggy back' on the signal, including National Datacasting.

**Network/Internet connectivity** - enter all revenues generated from the use or lease of CD&D Information Technology (IT) network/internet connectivity.

**Other Revenue Generated by CD&D (Do not include contributions or grants restricted to CD&D)** - enter all revenues generated from the use or lease of CD&D facilities and/or equipment, and all fees paid for services provided by CD&D personnel that have not been captured above.

**Total** – the CD&D revenues will be auto-summed from above. This amount will be used to pre-fill the 'Content Distribution Activities' revenue in question #2.1.

### **9.2 Content Distribution & Delivery Expense**

Report all direct and in-kind expenses that relate to the respective functional area.

**Consulting, Contracted and Outsourced Personnel and Services Fees (excluding Technical Support)** – enter all direct and in-kind expenses associated with consulting and contracted resources and/or contracted and outsourced services, except technical support costs which will be captured separately below. Include all third party contracts and outsourcing expenses, except technical support, as well as any services supporting CD&D specific Buildings and Facilities maintenance, etc.

**CD&D and IT Equipment, Replacement Parts and Software (Non-Capital)** – enter all direct and in-kind expenses associated with equipment, parts and software. Only include non-capital equipment and parts.

**Technical, Software and Hardware Support (All CD&D and IT Maintenance Agreements and Support Cost)** – enter all direct and in-kind expenses associated with technical, software and hardware support. This includes all CD&D and General IT maintenance agreements and support costs such as but not limited to: IT software upgrades; licensing arrangements; and server, other hardware and/or software maintenance/support contracts. If your station maintains software or maintenance agreements in support of software used for a specific functional area (Development, Production, etc.) report these expenses in the appropriate functional area.

**STL Fees** – enter all direct and in-kind expenses incurred for studio transfer feeds (STL). Include studio transmitter link expenses including rentals from 3<sup>rd</sup> party microwave telephone line or fiber optic providers.

**Tower Rent/Lease/Mortgage** – enter all direct and in-kind expenses incurred for tower rent, lease or mortgage, including rent/lease amounts paid for the use of tower(s) not owned by the station or the leasing of land on which to construct station towers and anchor points. Include property taxes.

**ITFS/Alternative Transmission Services** – enter all direct and in-kind expenses associated with Instructional Television Fixed Services (ITFS) and all other ‘point-to-point’ alternative transmission services.

**Uplink/Teleconferencing Services** – enter all direct and in-kind expenses associated with uplink/ teleconferencing services.

**Datacasting** – enter all direct and in-kind expenses associated with station-specific datacasting. If your station incurred national datacasting expenses, report these costs here as well.

**Network/Internet Connectivity** – enter all direct and in-kind expenses associated with CD&D Information Technology (IT) network/internet connectivity.

**Transmitter Power (Direct Expense)** – enter all direct and in-kind expenses incurred to provide power for your transmitters, excluding Indirect Support. All Indirect Support should be entered in question #3.5. This should include other utility costs associated with your transmitter facility (e.g.: building air conditioning, water cooling, etc.)

A warning message will be displayed if the Transmitter Power in question #9.2 is zero.

**Indirect Support-Transmitter Power** – this amount will be pre- populated from the ‘Indirect Support – Transmitter Power’ amount entered in question #3.5.

**Interconnection Expenses** – enter all direct and in-kind expenses associated with interconnections. Do not include any PBS MSA expenses with this amount, as these were captured in question #7.1.

**Other Expenses** – enter all direct and in-kind expenses associated with other CD&D expenses not captured above. Include “Office Supplies and Printing” expenses associated with content distribution and delivery specific office supplies and/or printing. Do not include general office supplies purchased by the station for all departments as these expenses should be reported on the ‘All Other Corporate Management & Support’ row of question #4.1, within the Corporate Management & Support functional group. Professional Development/Training expenses should also be reported in Corporate Management & Support within question #4.1

**Total** – the CD&D expenses will be auto-summed from above. The total CD&D expenses will be used to pre-populate the total CD&D direct and in-kind expenses within the ‘Station Expenses’ in question #3.1.

### 9.3 Broadcast Capacity

Report the number of transmitters and translators operated by your station and carrying your broadcast signal. Report also the average number of hours operated per day, regardless of whether or not the equipment is owned entirely by your station. If not fully owned by your station, the station must pay a majority (i.e. greater than 50%) of the operating expenses for the transmitter or translator to be considered in your answers here. If your station pays less than 50% of the operating expenses for transmitters or translators that you do not own, do not report them here. For low power transmitters, report only those that are licensed as low power. Do not include high power transmitters being operated at low power.

#### *Types (Columns)*

**# Operated** – report the number of transmitters or translators currently operated by your station. Use the information below to determine the number operated.

**Average # of Hours per Day Operated** - report the average number of hours per day the transmitters or translators are operated. Use the information below to determine the number operated.

#### *Sources (Rows)*

**UHF Transmitters** – enter the number of UHF transmitters currently operated, and the average number of hours per day these are operated.

**VHF Transmitters** – enter the number of VHF transmitters currently operated, and the average number of hours per day these are operated.

**Translators/Low Power Transmitters – (Boosters)** – enter the number of translators and low power transmitters currently operated, and the average number of hours per day these are operated. Only include low power transmitters licensed as low power transmitters. Do not include any high power transmitters operating at low power.

**ITFS Channels** – enter the number of ITFS channels currently operated, and the average number of hours per day these are operated.

#### **9.4 Master Control Facilities**

Report the number of master control facilities in operation at your station. Also report the total and staffed hours per day your Master Control Facilities are operated. If your Master Control Facilities are not fully owned by your station, the station must pay a majority (i.e. greater than 50%) of the operating expenses for the Master Control Facilities to be considered in your answers here. If your station pays less than 50% of the operating expenses for the Master Control Facilities that you do not own, report zero for these amounts in question #9.4.

**Master Control Facilities** – enter only the number of master control facilities in operation at your station. The average number of hours per day these are operated is not required here. If your station outsources the Master Control facilities you may enter zero for the Master Control facilities row here in question #9.4. Remember to enter these outsourced expenses in question #9.2.

**Master Control Facilities – Total Hours/Day** - enter only the total number of hours per day the master control facilities are operated. The number of facilities operated is not required here. If your station outsources the Master Control facilities you may enter zero for the Master Control facilities row here in question #9.4. Remember to enter the expenses associated with these outsourced services in question #9.2.

**Master Control Facilities – Staffed Hours/Day** - enter only the total number of staffed hours per day the master control facilities are operated. The number of facilities operated is not required here. If your station outsources the Master Control facilities you may enter zero for the Master Control facilities row here in question #9.4. Remember to enter the expenses associated with these outsourced services in question #9.2.

## **Educational Services**

### **10.1 Educational Services Revenue**

Report all revenue generated from Educational Services. Educational Services would include activities that have a formal educational component involving schools and/or educators. Examples of these activities would include Ready-to-Learn, NTTI, K-12 instructional television, GED on TV, etc.

**Federal Grants** – enter all revenue received from federal grants or appropriation intended for purposes of educational services.

**Underwriting for Educational Services** – revenue will be pre-filled from the ‘Educational Services Underwriting’ in question #6.1. Please validate this amount and make any necessary corrections to the entries in question #6.1 as applicable.

**Corporate/Foundation Giving** – enter all revenue received from state businesses and foundations intended for purposes of educational services.

**Fee-For-Service or Entrepreneurial Services** – enter all revenues generated from fee-for-service or entrepreneurial educational services.

**State Government Funding** – enter all revenue received from state grants or appropriations intended for purposes of educational services.

**Other Revenue Generated by Educational Services** - enter all revenues generated from ‘other’ educational services not captured above.

**Total** – the educational services revenue will be auto-summed from above. A warning message will be displayed if the total educational services revenue for the current fiscal year has a variance  $\geq +$  or  $- 25\%$  than the prior fiscal year. Please use the comment box to explain this variance before submitting the survey.

### **10.2 Educational Services Expenses**

**Consulting, Contracted & Outsourced Personnel and Services Fees** – enter all direct and in-kind expenses associated with consulting, contracted or outsourced personnel and/or services utilized in support of the station’s Educational Services. Include only those expenses incurred for Educational Services Engagement, function specific services, and report any ‘General Consulting’ services expenses in the ‘General Management and Support’ area.

**Other Expenses** - enter all direct and in-kind expenses associated with Educational Services and not captured in “Consulting, Contracted & Outsourced Personnel and Service Fees” above. Some examples of what might be included are expenses associated with material production and distribution such as printing, postage and design, staff travel expenses, expenses associated with hosted events and meetings, expenses for space, equipment rental, refreshments, honoraria (fee payment to a speaker or panelist at a conference or meeting), expenses incurred for auction

specific promotional and advertising cost incurred in conjunction with educational services related events or tasks, and expenses associated with educational services specific office supplies and/or printing. Do not include general station promotional and/or advertising costs as these expenses should be reported on the 'Marketing, PR & Communications' row of question #3.1, within the Marketing/CRM functional group. Do not include general office supplies purchased by the station for all departments as these expenses should be reported on the 'All Other Corporate Management & Support' row of question #4.1, within the Corporate Management & Support functional group. Professional Development/Training expenses should also be reported in Corporate Management & Support within question #4.1.

**Total** – the Educational Services expenses will be auto-summed from above. The total Educational Services expenses will be used to pre-populate the Educational Services direct and in-kind expenses within the Station Expenses in question #3.1.

### 10.3 Educational Content Delivery

Report the total amounts of direct, in-kind and indirect non-personnel related expenses incurred in the production of educational programming and/or programs. Include expenses from production, programming and/or marketing; the amount entered in this section may not tie to any previous expense amount(s) entered in this survey.

**Create Local Educational Content for Broadcast** – enter all direct and in-kind expenses associated with creating local educational content for broadcast. This should include only production of content that, from project inception, was created explicitly for use in your local broadcast market. Your station should have ultimate financial and artistic or editorial control of the content and the program(s) should not be intended for distribution to other stations. An error message will be displayed and you will not be able to submit the survey if you have entered more expenses for Create Local Educational Content for Broadcast in question #10.3 than the total Local Production expenses in question #8.1.

**Create Local Educational Content NOT intended for Broadcast (includes Fixed Point to Point, Web, etc.)** – enter all direct and in-kind expenses associated with creating local educational content NOT intended for Broadcast (includes Fixed Point to Point, Web, etc.). This should include only production of content that, from project inception, was created explicitly for use in your local non broadcast market. Your station should have ultimate financial and artistic or editorial control of the content and the program(s) should not be intended for distribution to other stations. An error message will be displayed and you will not be able to submit the survey if you have entered more expenses for Create Local Educational Content NOT intended for Broadcast (includes Fixed Point to Point, Web, etc.) in question #10.3 than the total Production Service Expenses for Non Broadcast Production (includes Fixed Point to Point, Web, etc.) in question #8.1.

**Create National Educational Content for Broadcast** – enter all direct and in-kind expenses associated with creating national educational content for broadcast. This should include only production of content that, from project inception, was created explicitly for delivery to PBS and/or other public television program distributors. Your station should have ultimate financial and artistic or editorial control of the content. An error message will be displayed and you will



not be able to submit the survey if you have entered more expenses for Create National Educational Content for Broadcast in question #10.3 than the total National Production expenses in question #8.1.

**Create National Educational Content NOT intended for Broadcast (includes Fixed Point to Point, Web, etc.)** – enter all direct and in-kind expenses associated with creating national educational content NOT intended for Broadcast (includes Fixed Point to Point, Web, etc.). This should include only production of content that, from project inception, was created explicitly for delivery to PBS and/or other public television program distributors. Your station should have ultimate financial and artistic or editorial control of the content. An error message will be displayed and you will not be able to submit the survey if you have entered more expenses for Create National Educational Content NOT intended for Broadcast (includes Fixed Point to Point, Web, etc.) in question #10.3 than the total Production Service Expenses for Non Broadcast Production (includes Fixed Point to Point, Web, etc.) in question #8.1.

**Program Acquisition** – enter all direct and in-kind expenses associated with educational program acquisitions. An error message will be displayed and you will not be able to submit the survey if you have entered more expenses for Program Acquisition in question #10.3 than the total Program Acquisition expense in question #7.1.

**Total** – the Educational Services expenses will be auto-summed from above. The amounts entered in this section may not tie to the any previous expense amounts entered in this survey.

#### 10.4 Educational Programming

*Channel Types (Columns)*

**# of Hours of Educational Programming Aired on Main Broadcast Channel (1 Stream)** - report the total number of educational hours programmed on the main broadcast channel (1 stream). An error message will be displayed and you will not be able to submit the survey if the total number of Hours of Educational Programming Aired on Main Broadcast Channel (1 Stream) in question #10.4 is greater than the Total Number of Hours Aired on Main Broadcast Channel (1 Stream) in question #7.1.

**# of Hours of Educational Programming Aired on All Other Broadcast Channels** - report the total number of educational hours broadcast on all other broadcast channels. An error message will be displayed and you will not be able to submit the survey if the total number of Hours of Educational Programming Aired on All Other Broadcast Channels in question #10.4 is greater than the Total Number of Hours Aired on All Other Broadcast Channels in question #7.1.

**# of Hours of Educational Non-Broadcast Delivery (includes Fixed Point to Point, Web, etc.)** - report the total number of educational hours delivered via non-broadcast delivery, including fixed point to point, web, etc.

*Program Types (Rows)*

**Children’s Content (PBSKids)** – enter the total number of hours of any PBS programming related to children programming aired by your station. Include main broadcast channel, all other broadcast channels and non broadcast delivery.

**K-12 educational resources** – enter the total number of hours of K-12 educational content aired by your station. Include main broadcast channel, all other broadcast channels and non broadcast delivery.

**Adult Basic Education - English** – enter the total number of hours of adult basic education programming aired by your station in English. Include main broadcast channel, all other broadcast channels and non broadcast delivery.

**Adult Basic Education – Other than English** – enter the total number of hours of adult basic education programming aired by your station in languages other than English. Include main broadcast channel, all other broadcast channels and non broadcast delivery.

**Teacher professional development** – enter the total number of hours of teacher based professional development aired by your station. Include main broadcast channel, all other broadcast channels and non broadcast delivery.

**Other** – enter the total number of hours of educational programming aired by your station for all other programs not captured above. Include main broadcast channel, all other broadcast channels and non broadcast delivery.

**Total** – the educational programming hours will be auto-summed from above.

### 10.5 Educational Workshops

Report the total number of educational workshops conducted and total number of attendees present at these workshops.

*Types (Columns)*

**# of Workshops** - report the total number of educational workshops conducted by your station for instructional/educational purposes during the fiscal year. An error message will be displayed and you will not be able to submit the survey if the number of Workshops is greater than zero for any of the categories in question #10.5 (with the exception of Ready to Learn) and the number of Attendees is zero for the same categories in question #10.5.

**# of Attendees** - report the total number of attendees present at these educational workshops, by each area. Include the total number of attendees at all workshops of a given type, not at each workshop. In the Ready to Learn workshops we are asking for the language in which the workshop is taught (English or Other than English), not the language spoken by the attendees. An error message will be displayed and you will not be able to submit the survey if the number of Attendees is greater than zero for any of the categories in question #10.5 (with the exception of Ready to Learn) and the number of Workshops is zero for the same categories in question #10.5.

*Types (Rows)*

**Ready to Learn** – enter the total number of Ready to Learn workshops conducted by your station during the fiscal year, and the total number of attendees at these workshops. Include both English and Other than English Ready to Learn.

**Other Pre-K Teacher Professional Development/Training** – enter the total number of Other Pre-K Teacher Professional Development/Training workshops conducted by your station during the fiscal year, and the total number of attendees at these workshops.

**Other K-12 Teacher Professional Development/Training** – enter the total number of Other K-12 Teacher Professional Development/Training workshops conducted by your station during the fiscal year, and the total number of attendees at these workshops.

**Other Pre-Service Teacher Professional Development/Training** – enter the total number of Other Pre-Service Teacher Professional Development/Training workshops conducted by your station during the fiscal year, and the total number of attendees at these workshops.

**Other College/University Faculty Professional Development/Training** – enter the total number of Other College/University Faculty Professional Development/Training workshops conducted by your station during the fiscal year, and the total number of attendees at these workshops.

**Other Professional Development/Training** – enter the total number of Other Educational Services Professional Development/Training workshops conducted by your station during the fiscal year, and the total number of attendees at these workshops.

**Total** – the number of educational workshops and attendees will be auto-summed from above.

## **Community Engagement**

Community Engagement extends the impact of public broadcasting through a variety of media services, Engagement materials and collaborative activities. Efforts are generally in partnership with other community organizations and are designed to engage individuals and foster community participation. Most often initiatives address specific issues of importance and are targeted to a particular segment of the population.

### **11.1 Community Engagement Revenue**

Report all revenue, cash and in-kind, generated from community engagement services. Community Engagement would include activities around programs such as: *American Family, The Forgetting, Reading Rainbow, Health Issues, Town Forums*, etc.

**Grants (Competitive)** – enter all revenue from competitive grants where your station actively pursued the funding by completing a grant application, hosting a site visit, completing a final report, etc. Include grants from the National Center for Outreach. This grant would have other applicants that are competing for the funding and your station’s probability of achieving the funding is less than one (you are not sure at the time of submission if you will receive the grant). Once awarded the grant, information would be given to the grantor throughout the life of the project or upon completion of the project.

**Fee-For-Service or Entrepreneurial Services** – enter all revenues generated from fee-for- service or entrepreneurial community engagement.

**Underwriting of Engagement Events** – revenue will be pre-filled from the community engagement underwriting in question #6.1.

**Other Revenue Generated by Community Engagement** - enter all revenue, cash and in-kind, generated from other community engagement services not categorized above, including all non- competitive grants, funding from partnerships and collaborations.

**Total** – the community engagement services revenue will be auto-summed from above. A warning message will be displayed if the total community engagement services revenue for the current fiscal year has a variance  $\geq +$  or  $- 25\%$  than the prior fiscal year. Please use the comment box to explain this variance before submitting the survey.

### **11.2 Community Engagement Expenses**

Report the total amounts of direct and in-kind non-personnel related expenses incurred in support of community engagement services.

**Consulting, Contracted & Outsourced Personnel and Services Fees** – enter all direct and in-kind expenses associated with consulting, contracted or outsourced personnel and/or services utilized in support of the station’s Community Engagement. Include only those expenses incurred for Community Engagement, function specific services, and report any ‘General Consulting’ services expenses in the ‘General Management and Support’ area.

**Other Expenses** - enter all other direct and in-kind expenses associated with Community Engagement and not captured in “Consulting, Contracted & Outsourced Personnel and Service Fees” above. Some examples of what might be included are expenses on items such as general office supplies, telephones, postage, freight and non-capital office equipment or furniture, expenses associated with material production and distribution such as printing, postage and design, expenses associated with staff travel, expenses associated with hosted events and meetings, expenses for space, equipment rental, refreshments, honoraria (fee payment to a speaker or panelist at a conference or meeting), expenses incurred for auction specific promotional and advertising cost incurred in conjunction with community engagement services related events or tasks, and expenses associated with community engagement specific office supplies and/or printing. Do not include general station promotional and/or advertising costs as these expenses should be reported on the ‘Marketing, PR & Communications’ row of question #3.1, within the Marketing/CRM functional group. Do not include general office supplies purchased by the station for all departments as these expenses should be reported on the ‘All Other Corporate Management & Support’ row of question #4.1, within the Corporate Management & Support functional group. Professional Development/Training expenses should also be reported in Corporate Management & Support within question #4.1

**Total** – the community engagement services expenses will be auto-summed from above. The total community engagement services expenses will be used to pre-populate the community engagement services direct and in-kind expenses within the ‘Station Expenses’ in question #3.1.