

SABS-TV FY15

Grantee Information

ID	1709
Grantee Name	KRCB-TV
City	Rohnert Park
State	CA
Licensee Type	Community

1.1 Statement of Financial Position (Balance Sheet)

Jump to question: [1.1](#)

	End of Previous FY	End of Current FY
Assets		
Cash and Cash Equivalents	\$ 105,979	\$ 145,638
All Other Current Assets	\$ 637,386	\$ 640,396
All Non-Current Assets	\$ 1,932,355	\$ 1,929,079
Total Assets	\$ 2,675,720	\$ 2,715,113
Liabilities		
All Current Liabilities	\$ 627,411	\$ 884,869
All Non-Current Liabilities	\$ 504,406	\$ 496,173
Total Liabilities	\$ 1,131,817	\$ 1,381,042
Net Assets		
Invested in Capital Assets (Net of Related Debt)	\$ 88,456	\$ 88,456
Other Restricted Net Assets	\$ 89,892	\$ 69,829
Unrestricted Net Assets	\$ 1,365,555	\$ 1,175,786
Total Net Assets	\$ 1,543,903	\$ 1,334,071
Balance Formula (TA - (TL+TNA))	\$	\$ 0

1.1 Statement of Financial Position (Balance Sheet)

Jump to question: [1.1](#)

For Joint Licensee only: In question 1.1, did you report your Balance Sheet positions as a combined entity or TV operations only?

Joint Licensee: Reported Separately

1.2 Audited Financial Statements Filing Status (for Joint Licensees Only)

Jump to question: [1.2](#)

Licensee Type (For Joint Licensees Only) Joint Licensee Reporting Combined

Comments

Question	Comment
Previous Year-End: All Other Current Assets	Received stock from donor, \$200K

2.1 Total Station Revenue

Jump to question: [2.1](#)

Passive Revenue

	Total (\$)
Royalties	\$ 1,706
Copyright Tribunal Distributions	\$ 0
Gains on Sale of Assets - Property and Equipment	\$ 6,614
Interest and Dividends: Non-Endowment	\$ 1,940
Interest and Dividends: Endowment	\$
Realized Gains (Losses) on Marketable Securities Transactions: Non-Endowment	\$ -23
Realized Gains (Losses) on Marketable Securities Transactions: Endowment	\$
Unrealized Gains (Losses) on Marketable Securities Transactions: Non-Endowment	\$
Unrealized Gains (Losses) on Marketable Securities Transactions: Endowment	\$

Total Passive Revenue	\$ 10,237
Non-Passive Revenue	
CPB CSG	\$ 438,352
Membership (Contributions < \$1,000)	\$ 463,085
Major Giving (Contributions >= \$1,000)	\$ 265,941
Planned Giving (Realized)	\$ 5,298
Capital	\$
Endowment	\$ 0
Grant Solicitation (Competitive)	\$ 146,725
Production Underwriting	\$ 0
Spot/Run of Schedule Underwriting	\$ 163,575
All Other Underwriting	\$ 24,500
Contract Production & Services	\$ 11,550
Content Distribution Activities	\$ 549,486
Program Guide	\$
Auction	\$ 205,905
Subsidiaries	\$
State Government Appropriation (Unrestricted)	\$
All Other	\$ 124,014
Total Non-Passive Revenue	\$ 2,398,431
Total Station Revenue	\$ 2,408,668

2.2 Revenue Sources and Type

Jump to question: 2.2

	Trade/In-Kind Revenue	Indirect Support including Occupancy	Capital	Endowment	All Other Revenue	Total
Federal Government (Non-CPB)	\$	-----	\$	\$	\$ 15,054	\$ 15,054
State Government	\$	\$	\$	\$	\$	\$ 0
Local and All Other Government	\$ 66,000	\$	\$	\$	\$ 129,940	\$ 195,940
CPB	\$	-----	\$	\$	\$ 442,352	\$ 442,352
PBS	\$	-----	\$	\$	\$ 4	\$ 4
NPR	\$	-----	\$	\$	\$ 0	\$ 0
Public Broadcasting Stations	\$	-----	\$	\$	\$	\$ 0
Individuals	\$ 2,218	-----	\$	\$	\$ 942,401	\$ 944,619
Businesses (For Profit Entities)	\$ 97,042	-----	\$	\$	\$ 659,976	\$ 757,018
Foundations (Not For Profit Entities)	\$ 4,446	-----	\$	\$	\$ 38,898	\$ 43,344
State and State Supported Colleges and Universities	\$	\$	\$	\$	\$ 100	\$ 100
Private Colleges and Universities	\$	\$	\$	\$	\$	\$ 0
All Other Sources	\$	-----	\$	\$	\$ 10,237	\$ 10,237
Total Station Revenue	\$ 169,706	\$ 0	\$ 0	\$ 0	\$ 2,238,962	\$ 2,408,668

Comments

Question	Comment
All Other Revenue from: Businesses	KRCB has a distribution agreement with a new client which generated \$250k in FY15
Total Revenue from: Businesses	KRCB has a distribution agreement with a new client which generated \$250k in FY15
Total Revenue from: Foundations	In FY14, KRCB received a very big donation from a local foundation of over \$200k for unrestricted use; in addition, KRCB received some grant funds from foundations that were restricted for Natural Heroes and Rebels With a Cause. Both productions were winding down by the end of FY14
Total Trade/In-Kind Revenue	Keysight Technologies donated 2 items valued at \$40k as in-kind goods for KRCB's Transmission Eqmt and Master Control

3.1 Station Expenses (Excluding Depreciation)

Jump to question:

	Full Time Equivalents (FTEs)	Salary	Bonus/ Incentive Comp.	Benefits & Accruals	Direct, Indirect & In-Kind Expenses	Total Expenses
Corporate Management & Support						
General Management (CEO, COO, General Counsel, etc. - Do Not Allocate any time from these individuals)	1.16	\$ 113,183	\$ 0	\$ 12,954	-----	\$ 126,137
Finance and HR	0.84	\$ 35,315	\$ 0	\$ 13,111	-----	\$ 48,426
Administrative Support	1.38	\$ 38,522	\$ 0	\$ 10,973	-----	\$ 49,495
Total Corporate Management & Support	3.38	\$ 187,020	\$ 0	\$ 37,038	\$ 209,100	\$ 433,158
Development						
Membership - Pledge/On-Air	0.11	\$ 4,444	\$ 0	\$ 1,139	\$ 126,945	\$ 132,528
Membership - Direct Mail	0.11	\$ 4,444	\$ 0	\$ 1,139	\$ 31,241	\$ 36,824
Membership - Telemarketing		\$ 0	\$ 0	\$ 0		\$ 0
Membership - Web/Online Fundraising	0.03	\$ 1,111	\$ 0	\$ 285	\$ 5,336	\$ 6,732
Membership - All Other	0.96	\$ 34,260	\$ 0	\$ 12,839	\$ 3,374	\$ 50,473
Major Giving	0.01	\$ 222	\$ 0	\$ 57	\$ 1,687	\$ 1,966
Planned Giving		\$ 0	\$ 0	\$ 0	\$ 105	\$ 105
Capital Campaigns		\$ 0	\$ 0	\$ 0		\$ 0
Endowment Campaigns		\$ 0	\$ 0	\$ 0		\$ 0
Grant Solicitation (Competitive)	0.40	\$ 16,492	\$ 0	\$ 1,805		\$ 18,297
Total Development	1.62	\$ 60,973	\$ 0	\$ 17,264	\$ 168,688	\$ 246,925
Auction						
Auction	2.62	\$ 87,833	\$ 0	\$ 27,745	\$ 45,138	\$ 160,716
Underwriting						
National Production Underwriting	0	\$ 0	\$ 0	\$ 0	-----	\$ 0
Local Production Underwriting	0.09	\$ 4,016	\$ 0	\$ 1,028	-----	\$ 5,044
Spot/Run of Schedule Underwriting	0.42	\$ 18,947	\$ 0	\$ 4,085	-----	\$ 23,032
Educational Services Underwriting	0	\$ 0	\$ 0	\$ 0	-----	\$ 0
Community Engagement Underwriting	0	\$ 0	\$ 0	\$ 0	-----	\$ 0
Special Event & Other Underwriting	0	\$ 0	\$ 0	\$ 0	-----	\$ 0
Total Underwriting	0.51	\$ 22,963	\$ 0	\$ 5,113	\$ 14,285	\$ 42,361
Programming						
Program Acquisition	0.13	\$ 9,199	\$ 0	\$ 1,469	\$ 310,105	\$ 320,773
Program Scheduling	0.35	\$ 26,668	\$ 0	\$ 4,136		\$ 30,804

Total Programming	<input type="text" value="0.48"/>	\$ <input type="text" value="35,867"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="5,605"/>	\$ <input type="text" value="310,105"/>	\$ <input type="text" value="351,577"/>
Production						
National Broadcast Production	<input type="text" value="0.09"/>	\$ <input type="text" value="3,266"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="495"/>	\$ <input type="text" value="49,815"/>	\$ <input type="text" value="53,576"/>
Local Broadcast Production	<input type="text" value="2.06"/>	\$ <input type="text" value="96,586"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="15,836"/>	\$ <input type="text" value="19,790"/>	\$ <input type="text" value="132,212"/>
Contract Production & Services	<input type="text" value="0.04"/>	\$ <input type="text" value="3,649"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="550"/>	\$ <input type="text" value=""/>	\$ <input type="text" value="4,199"/>
Non Broadcast Production (including Fixed Point to Point, Web, etc.)	<input type="text" value="0.81"/>	\$ <input type="text" value="41,224"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="7,390"/>	\$ <input type="text" value="10,892"/>	\$ <input type="text" value="59,506"/>
Total Production	<input type="text" value="3.00"/>	\$ <input type="text" value="144,725"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="24,271"/>	\$ <input type="text" value="80,497"/>	\$ <input type="text" value="249,493"/>
Content Distribution & Delivery (CD&D)						
Transmission/Distribution	<input type="text" value="0"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>	<input type="text" value="-----"/>	\$ <input type="text" value="0"/>
Operations (Master Control)	<input type="text" value="4.41"/>	\$ <input type="text" value="128,684"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="30,238"/>	<input type="text" value="-----"/>	\$ <input type="text" value="158,922"/>
Technical Maintenance	<input type="text" value="0.54"/>	\$ <input type="text" value="50,463"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="5,675"/>	<input type="text" value="-----"/>	\$ <input type="text" value="56,138"/>
Production Support	<input type="text" value="0.05"/>	\$ <input type="text" value="2,154"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="454"/>	<input type="text" value="-----"/>	\$ <input type="text" value="2,608"/>
Information Technology	<input type="text" value="0.48"/>	\$ <input type="text" value="27,121"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="4,576"/>	<input type="text" value="-----"/>	\$ <input type="text" value="31,697"/>
Total CD&D	<input type="text" value="5.48"/>	\$ <input type="text" value="208,422"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="40,943"/>	\$ <input type="text" value="255,467"/>	\$ <input type="text" value="504,832"/>
Educational Services and Community Engagement						
Educational Services	<input type="text" value="0"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>
Community Engagement	<input type="text" value="0.40"/>	\$ <input type="text" value="17,085"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="1,893"/>	\$ <input type="text" value="435"/>	\$ <input type="text" value="19,413"/>
Total Educational Services and Community Engagement	<input type="text" value="0.40"/>	\$ <input type="text" value="17,085"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="1,893"/>	\$ <input type="text" value="435"/>	\$ <input type="text" value="19,413"/>
Marketing/ CRM						
Marketing, PR & Communications	<input type="text" value="0.20"/>	\$ <input type="text" value="7,926"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="2,398"/>	\$ <input type="text" value="17,855"/>	\$ <input type="text" value="28,179"/>
Program Guide	<input type="text" value="0.16"/>	\$ <input type="text" value="7,023"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="1,869"/>	\$ <input type="text" value="7,282"/>	\$ <input type="text" value="16,174"/>
Viewer & Member Services	<input type="text" value=""/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value=""/>	\$ <input type="text" value="0"/>
Special Events	<input type="text" value=""/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="871"/>	\$ <input type="text" value="871"/>
Total Customer/Relationship Management	<input type="text" value="0.36"/>	\$ <input type="text" value="14,949"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="4,267"/>	\$ <input type="text" value="26,008"/>	\$ <input type="text" value="45,224"/>
Other Activities & Services						
Other Activities & Services	<input type="text" value=""/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value=""/>	\$ <input type="text" value="0"/>
Total Station Expenses (Excluding Depreciation)	<input type="text" value="17.85"/>	\$ <input type="text" value="779,837"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="164,139"/>	\$ <input type="text" value="1,109,723"/>	\$ <input type="text" value="2,053,699"/>

3.2 Other Activities & Services

Jump to question:

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

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

Jump to question:

Corporate Management & Support

Development

Auction

Underwriting

Programming

Full Time
Equivalents (FTEs)

Production	<input type="text"/>
CD&D	<input type="text"/>
Educational Services	<input type="text"/>
Community Engagement	<input type="text"/>
Customer/Relationship Management	<input type="text"/>
Other Activities & Services	<input type="text"/>
Total Student/Intern FTEs	<input type="text"/>

3.4 In-Kind Expense Detail

Jump to question: **3.4** ▼

In-Kind Expenses \$	
Corporate Management & Support	\$ <input type="text" value="11,388"/>
Development	\$ <input type="text" value="1,203"/>
Auction	\$ <input type="text" value="401"/>
Underwriting	\$ <input type="text" value="0"/>
Programming	\$ <input type="text"/>
Production	\$ <input type="text" value="352"/>
CD&D	\$ <input type="text" value="107,324"/>
Educational Services	\$ <input type="text"/>
Community Engagement	\$ <input type="text" value="51"/>
Customer/Relationship Management	\$ <input type="text"/>
Other Activities & Services	\$ <input type="text"/>
Total Station In-Kind Expenses	\$ <input type="text" value="120,719"/>

3.5 Indirect Support Expense Detail

Jump to question: **3.5** ▼

Indirect Expenses \$	
Indirect Support - Occupancy	\$ <input type="text"/>
Indirect Support - Analog Transmitter Power	\$ <input type="text"/>
Indirect Support - Digital Transmitter Power	\$ <input type="text"/>
Indirect Support - All Other Expenses	\$ <input type="text"/>
Total Station Indirect Support	\$ <input type="text" value="0"/>
Total Station In-Kind Plus Indirect (Including Occupancy) Expenses	\$ <input type="text" value="120,719"/>

3.6 Capital Expenses and Related Items

Jump to question: **3.6** ▼

	Capital Expenses (\$)	Depreciation/ Amortization (\$)	(\$) Funded Depreciation
Land and Buildings	\$ <input type="text" value="26,411"/>	\$ <input type="text" value="22,375"/>	\$ <input type="text"/>
Administrative and General Office Equipment	\$ <input type="text"/>	\$ <input type="text" value="5,651"/>	\$ <input type="text"/>
Production Equipment	\$ <input type="text"/>	\$ <input type="text" value="3,628"/>	\$ <input type="text"/>
CD&D and IT Equipment	\$ <input type="text" value="53,511"/>	\$ <input type="text" value="194,081"/>	\$ <input type="text"/>
Production Content (Capitalization and Amortization of Shows/Content)	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>
Other Capital Expenditures	\$ <input type="text"/>	\$ <input type="text" value="457"/>	\$ <input type="text"/>
Total	\$ <input type="text" value="79,922"/>	\$ <input type="text" value="226,192"/>	\$ <input type="text" value="0"/>
Total Station Expenses (Including Depreciation)	<input type="text" value="-----"/>	\$ <input type="text" value="2,279,891"/>	<input type="text" value="-----"/>

Comments

Question	Comment
Bonus/Incentive Comp.: Total Station	KRCB paid commission to U/W sales staff. KRCB lost their sales reps in late FY14 and have been unable to replace them as yet.
Total Operating Expenses: Total Customer/Relationship Management	Change in staff and salary. Decrease in trade advertising due to fewer clients able or willing to continue trade advertising.
Total Operating Expenses: Total Underwriting	KRCB lost their 2 U/W Sales reps late in FY14. A sales rep hired in FY15 quit within a couple months of hire. The Sales Rep support person has been keeping up with Underwriting renewals and KRCB is still looking for a Sales Rep, but with little success and few responses to their help wanted ads.

4.1 Corporate Management & Support Expense Detail

Jump to question: [4.1](#)Direct, Indirect
& In-Kind Expenses (\$)

Do Not Allocate These Expenses to Other Functional Areas

Rent/Lease/Mortgage (excluding tower lease payments)	\$ 2,374
Telecommunications and Utilities (excluding Transmitter Power)	\$ 57,046
Consulting, Contracted & Outsourced Personnel and Services Fees	\$ 4,579
Legal Fees	\$ 6,015
Accounting/Payroll Fees	\$ 21,391
Governance and Advisory Board Expenses	\$ 0
Insurance - Property, Liability & Other Corporate (Non-Employee Benefits)	\$ 26,768
Facilities Maintenance	\$ 13,979
Professional Development/Training (For All Staff)	\$ 0
Indirect Support including Occupancy (Excluding Indirect Transmitter Power)	\$
Interest Expense	\$ 44,836
All Other Corporate Management & Support	\$ 32,112
Total Corporate Management & Support	\$ 209,100

4.2 Station Volunteers

Jump to question: [4.2](#)

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

of Volunteer event days

40.00

Comments

Question

Comment

No Comments for this section

5.1 Membership Revenue (<\$1,000)

Jump to question: [5.1](#)

	New (\$)	Renewal (\$)	Re-join (\$)	Add-Gift (\$)	Total
Pledge/On Air	\$ 39,187	\$ 28,564	\$ 48,530	\$ 36,635	\$ 152,916
Direct Mail	\$ 11,625	\$ 130,349	\$ 18,206	\$ 16,335	\$ 176,515
Telemarketing	\$	\$	\$	\$	\$ 0
Web/Online	\$ 12,864	\$ 16,640	\$ 9,841	\$ 8,657	\$ 48,002
Other Membership Programs	\$ 20,410	\$ 26,997	\$ 22,387	\$ 15,858	\$ 85,652
Total	\$ 84,086	\$ 202,550	\$ 98,964	\$ 77,485	\$ 463,085

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

Jump to question: [5.2](#)

	New (#)	Renewal (#)	Re-join (#)	Total	Add-Gift ((#))
Pledge/On Air	1,801	185	415	2,401	214
Direct Mail	84	1,753	153	1,990	99
Telemarketing				0	
Web/Online	50	107	37	194	22
Other Membership Programs	171	373	203	747	90
Total	2,106	2,418	808	5,332	425

5.3 Cumulative Annual Gifts (Membership and Major Giving)

Jump to question: [5.3](#)

	Number of Donors (#)	Number of Gifts (#)	Amount of Gifts (\$)
\$1 to \$999	5,332	5,757	\$ 463,085
\$1,000 to \$9,999	25	46	\$ 42,219
\$10,000 and above	1	1	\$ 223,722
Total	5,358	5,804	\$ 729,026

5.4 Gift Type Detail

Jump to question: [5.4](#)

	Total
Matching Gifts (\$ Amount)	\$
Sustainer Gifts (# of Donors)	425

5.5 Planned Giving Revenue Detail

Jump to question: **5.5** ▼

Total amount of Planned Giving

Realized in FY (#)

Realized in FY (\$)

Total

5.6 Endowment Fund Detail

Jump to question: **5.6** ▼

Value of Fund at start of Fiscal Year?

Endowment Fund (\$)

New Endowment Contributions

Realized Investment Gains

Unrealized Investment Gains (Losses)

Discretionary spending from the Endowment Fund

Discretionary additions to the Endowment Fund

Value of Fund at end of Fiscal Year?

Value of pledged gifts not yet received?

5.7 Development Expenses

Jump to question: **5.7** ▼

Premiums' Total

Direct
& In-Kind Expenses (\$)

Consulting, Contracted & Outsourced Personnel and Services Fees

Other Expenses

Total

5.8 Pledge Appeal Minutes

Jump to question: **5.8** ▼

Live

Virtuals/Pledge Events

Pre-Taped Local Breaks

Air-Checks

Total

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

Comments

Question	Comment
Amount of Gifts (\$): \$2,500 to \$4,999	Member donated condominium unit for KRCB to sell
Membership Expenses: Other Expenses	Telephone pledge charges were higher for Fiscal year FY15 due to some billing errors from prior years; a reconciliation with the phone service who takes pledge calls for KRCB was resolved in FY15.

6.1 Underwriting Revenue Detail

Jump to question: **6.1** ▼

National Production Underwriting

Local Production Underwriting

Spot/Run of Schedule Underwriting

Educational Services Underwriting

Community Engagement Underwriting

Special Events/Other Underwriting

Total

6.2 Production Underwriter Detail (National and Local Production Underwriting)

Jump to question: **6.2** ▼

Individuals

Businesses (For Profit Entities)

Foundations (Not For Profit Entities)

Government (Federal, State and Local and Other Gov't)

Total # of Underwriters	Revenue (\$)
0	\$ 0
0	\$ 0
0	\$ 0
0	\$ 0

All Other (CPB, PBS, NPR, Other Public Broadcasting Stations & Entities, Colleges & Universities, and All Other)

0 \$ 0

Total

0 \$ 0

6.3 Spot/Run of Schedule Underwriter Detail

Jump to question: **6.3**

Individuals

Total # of Underwriters Revenue (\$)

6 \$ 2,000

Businesses (For Profit Entities)

48 \$ 144,908

Foundations (Not For Profit Entities)

4 \$ 16,000

Government (Federal, State and Local and Other Gov't)

1 \$ 667

All Other (CPB, PBS, NPR, Other Public Broadcasting Stations & Entities, Colleges & Universities, and All Other)

0 \$ 0

Total

59 \$ 163,575

6.4 Underwriting Detail - Expenses

Jump to question: **6.4**

Consulting, Contracted & Outsourced Personnel and Services Fees

Direct & In-Kind Expenses (\$)

\$ 13,977

Other Expenses

\$ 308

Total

\$ 14,285

6.5 Spot/Run of Schedule Underwriting Contracts & Renewal Rate

Jump to question: **6.5**

Total Number of separate underwriting contracts during the fiscal year (Generated Revenue in Question 6.3)?

Amount

60

Underwriter Renewal Rate? (%)

49.00

Comments

Question	Comment
Total Production Underwriting Revenue (\$)	In FY14, there was \$10k for Rebels with a Cause and \$25k for NH600 in National Production U/W. There was no U/W for National Production in FY15. There will be at least \$25k in U/W for the NH700 and NH800 Series in FY16.

7.1 Auction Detail - Revenue

Jump to question: **7.1**

Auction Total

Gross Realized Revenue (\$)

\$ 205,905

Total

\$ 205,905

7.2 Auction Detail - Expenses

Jump to question: **7.2**

Cost of purchased items to auction

Direct & In-Kind Expenses (\$)

\$ 400

Consulting, Contracted & Outsourced Personnel and Services Fees

\$ 8,323

Other Expenses

\$ 36,415

Total

\$ 45,138

7.3 Number of Auctions

Jump to question: **7.3**

TV broadcast auction (may include an online component)

Number of Auctions

3

Number of Auction Days per Year

15

Online only auction

Total

3

15

Comments

Question	Comment
No Comments for this section	

8.1 Program Acquisition Expenses

Jump to question: **8.1**

	Direct & In-Kind Expenses (\$)	# of Hours of Programming Aired on Main Broadcast Channel (1 Stream)	# of Hours of Programming Aired on All Other Broadcast Channels
PBS Programs - NPS		2,392.00	
PBS Programs - PFP		921.00	
PBS Programs - PBS Plus & Other		573.00	

PBS Programs - Total	\$ 283,167	3,886.00	
NETA	\$ 2,098	1,304.00	
BBC	\$ 7,000	104.00	
APT	\$ 12,114	2,029.00	8,760.00
Movie Packages (Other Distributors)	\$		
All Other Program Acquisitions (Other Distributors)	\$ 5,460	1,340.00	
Local Productions	-----	97.00	
Total	\$ 309,839	8,760.00	8,760.00

8.2 Program Acquisition & Scheduling Expenses

Jump to question: **8.2** ▼

Program Acquisitions

Direct
& In-Kind Expenses (\$)

\$ 309,839

Consulting, Contracted & Outsourced Personnel and Services Fees

\$

Other Expenses

\$ 266

Total

\$ 310,105

8.3 PBS Program Differentiation

Jump to question: **8.3** ▼

Are you a PBS PDP Station? Yes

8.4 Ratings Data and Market Data

Jump to question: **8.4** ▼

2014

Total Area Population Households (#)

2,677,000

Estimated Total Commercial TV Ad Revenue (\$)

543,700,000

Comments

Question

Comment

Nielsen Prime-Time Average Quarter Hour Households

NielsenDataPrepopulated 44025

Nielsen Full Day Average Cumulative Households: Weekly (#)

NielsenDataPrepopulated 44030

Nielsen Full Day Average Cumulative Households: Daily (#)

NielsenDataPrepopulated 44035

Total Area Population Households (#)

NielsenDataPrepopulated 44045

Estimated Total Commercial TV Ad Revenue (\$)

NielsenDataPrepopulated 44050

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

Jump to question: **9.1** ▼

	National Broadcast Production	Local Broadcast Production	Non Broadcast Production (Includes Fixed Point to Point Delivery, Web, etc.)
Contracted Personnel (including Outside Producers, Directors, Talent/On Air Hosts etc.), Services and Equipment Rental	\$ 47,033	\$ 18,519	\$ 5,275
Other Expenses	\$ 2,782	\$ 1,271	\$ 5,617
Total Production Services Expenses	\$ 49,815	\$ 19,790	\$ 10,892

9.2 Content Production Intended for Station use (by type)

Jump to question: **9.2** ▼

	# of Hours of National Broadcast Production	# of Hours of Local Broadcast Production	# of Hours of Non Broadcast Production (Includes Fixed Point to Point Delivery, Web, etc.)
State/local government or election coverage		3.00	2.00
Informational call-in broadcast			
News			13.00
Public Affairs		3.00	
Arts and Culture		2.00	1.00
Sports Programming			
Pledge Programs, Pledge Breaks & Auction		65.00	
Educational		2.00	1.00
All Other Productions	8.00	20.00	8.00
Total Number of Hours	8.00	95.00	25.00

Total Hours using Closed-Captioning

	<input type="text" value="8.00"/>	<input type="text"/>	<input type="text"/>
Total Hours using the SAP Channel	<input type="text"/>	<input type="text"/>	<input type="text"/>

Comments

Question	Comment
National Broadcast Production Expenses: Total	In Fiscal year FY15, Rebels with a Cause was winding down; Natural Heroes 600 was finishing, and Natural Heroes 700 had just started - most of the cost for NH700 will be in FY16; Hey, Kids was winding down.

10.1 Revenue Generated by Content Distribution & Delivery Activities

Jump to question:

	Revenue (\$)
Tower Lease	\$ <input type="text" value="69,086"/>
ITFS/Alternative Transmission Services	\$ <input type="text" value="230,400"/>
Uplink/Teleconferencing Services	\$ <input type="text" value="0"/>
Facility/Equipment Rental	\$ <input type="text"/>
Datacasting	\$ <input type="text"/>
Network/Internet Connectivity	\$ <input type="text"/>
Other Revenue Generated by CD&D (Do not include contributions or grants restricted to CD&D)	\$ <input type="text" value="250,000"/>
Total	\$ <input type="text" value="549,486"/>

10.2 Content Distribution & Delivery Expenses

Jump to question:

	Direct, Indirect & In-Kind Expenses (\$)
Consulting, Contracted & Outsourced Personnel and Services Fees (excluding Technical Support)	\$ <input type="text" value="60,245"/>
CD&D and IT Equipment, Replacement Parts and Software (Non-Capital)	\$ <input type="text" value="13,099"/>
Technical, Software and Hardware Support (All CD&D and IT Maintenance Agreements and Support Costs)	\$ <input type="text" value="22,577"/>
STL Fees	\$ <input type="text" value="0"/>
Tower Rent/Lease/Mortgage	\$ <input type="text" value="66,000"/>
ITFS/Alternative Transmission Services	\$ <input type="text" value="0"/>
Uplink/Teleconferencing Services	\$ <input type="text"/>
Datacasting	\$ <input type="text"/>
Network/Internet Connectivity	\$ <input type="text" value="5,278"/>
Digital Transmitter Power (Direct Expense)	\$ <input type="text" value="39,178"/>
Analog Transmitter Power (Direct Expense)	\$ <input type="text"/>
Indirect Support - Analog and Digital Transmitter Power	\$ <input type="text"/>
Interconnection Expenses	\$ <input type="text" value="42,071"/>
Other Expenses	\$ <input type="text" value="7,019"/>
Total	\$ <input type="text" value="255,467"/>

10.3 Broadcast Capacity

Jump to question:

	# Operated	Average # of Hours per Day Operated
UHF Transmitters - Digital	<input type="text" value="1"/>	<input type="text" value="18.00"/>
VHF Transmitters - Digital	<input type="text"/>	<input type="text"/>
Translators/Low Power Transmitters - Analog(Boosters)	<input type="text"/>	<input type="text"/>
Translators/Low Power Transmitters - Digital(Boosters)	<input type="text"/>	<input type="text"/>
ITFS Channels	<input type="text" value="4"/>	<input type="text" value="24.00"/>

10.4 Master Control Facilities

Jump to question:

	Number	Hours per Day
Master Control Facilities - # Operated	<input type="text" value="1"/>	<input type="text"/>
Master Control Facilities - Total Hours/Day	<input type="text"/>	<input type="text" value="24.00"/>
Master Control Facilities - Staffed Hours/Day	<input type="text"/>	<input type="text" value="18"/>

10.5 DTV Expenditures

Jump to question:

	Amount (\$)
Capital Expenditures for DTV Production Equipment	<input type="text"/>

Capital Expenditures for DTV Tower Related Equipment

\$

Capital Expenditures for DTV Master Control Equipment

\$

Capital Expenditures for DTV Transmission Equipment

\$ 14,337

Capital Expenditures for DTV Other Equipment

\$ 39,174

Non-Capital, Non-Personnel Expenses for DTV

\$

Total

\$

\$ 53,511

10.6 DTV Expenditures - Cumulative

Jump to question: 10.6 ▼

Amount (\$)

How much has your station spent on DTV Conversion beginning in 1996 through the most recent fiscal year?

\$ 2,513,237

How much does your station plan to spend to complete the digital conversion?

\$ 30,000

Comments

Question

Comment

CD&D Revenue: Other Revenue Generated by CD&D (Do not include contributions or grants restricted to CD&D)

KRCB has a distribution agreement with a new client

11.1 Educational Services Revenue

Jump to question: 11.1 ▼

Revenue (\$)

Federal Grants

\$

State Government Grants

\$

Fee-For-Service or Entrepreneurial Services

\$

Underwriting for Educational Services

\$ 0

Other Revenue Generated by Educational Services

\$

Total

\$

11.2 Educational Services Expenses

Jump to question: 11.2 ▼

Direct
& In-Kind Expenses (\$)

Consulting, Contracted & Outsourced Personnel and Services Fees

\$

Other Expenses

\$

Total

\$ 0

11.3 Educational Content Detail

Jump to question: 11.3 ▼

Direct
& In-Kind Expenses (\$)

Create Local Educational Content for Broadcast

\$

Create Local Educational Content NOT intended for Broadcast (includes Fixed Point to Point, Web, etc.)

\$

Create National Educational Content for Broadcast

\$

Create National Educational Content NOT intended for Broadcast (includes Fixed Point to Point, Web, etc.)

\$

Program Acquisition

\$

Total

\$ 0

11.4 Educational Content Delivery

Jump to question: 11.4 ▼

of Hours of Educational Programming
Aired on Main Broadcast
Channel (1 Stream)# of Hours of Educational
Programming Aired on All
Other Broadcast Channels# of Hours of Educational
Non-Broadcast Delivery
(Includes Fixed Point
to Point, Web, etc.)

PBS Kids

1,170.00

K-12 Instructional TV

GED, Workplace Essential
Skills and Adult Literacy on
TV - EnglishGED, Workplace Essential
Skills and Adult Literacy on
TV - Other than English

Annenberg Teacher Channel

Other

45.00

Total

1,215.00

11.5 Educational Workshops

Jump to question: 11.5 ▼

	# of Workshops	Total # of Attendees
Ready to Learn	<input type="text"/>	<input type="text"/>
Other Pre-K Teacher Professional Development/Training	<input type="text"/>	<input type="text"/>
Other K-12 Teacher Professional Development/Training	<input type="text"/>	<input type="text"/>
Other Pre-service Teacher Professional Development/Training	<input type="text"/>	<input type="text"/>
Other College/University Faculty Professional Development/Training	<input type="text"/>	<input type="text"/>
Other Professional Development/Training	<input type="text"/>	<input type="text"/>
Total	<input type="text" value="0"/>	<input type="text" value="0"/>

Comments

Question

Comment

No Comments for this section

12.1 Community Engagement Revenue

Jump to question: 12.1 ▼

	Revenue (\$)
Grants (Competitive)	<input type="text" value="\$"/>
Fee-For-Service or Entrepreneurial	<input type="text" value="\$"/>
Underwriting of Outreach Events	<input type="text" value="\$ 24,500"/>
Other Revenue Generated by Community Engagement	<input type="text" value="\$"/>
Total	<input type="text" value="\$ 24,500"/>

12.2 Community Engagement Expenses

Jump to question: 12.2 ▼

	Direct & In-Kind Expenses (\$)
Consulting, Contracted & Outsourced Personnel and Services Fees	<input type="text" value="\$"/>
Other Expenses	<input type="text" value="\$ 435"/>
Total	<input type="text" value="\$ 435"/>

Comments

Question

Comment

No Comments for this section

13.1 FTE's: Combined TV and Radio for Joint Licensees (Can be Generated from the FTE Workbook)

Jump to question: 13.1 ▼

	TV Totals (Pre-filled: Should equal Sum of TV Only and TV Allocated Cells)	TV Only (100% Dedicated)	Joint TV and Radio: Amount Allocated to TV	Joint TV and Radio: Amount Allocated to Radio	Radio Only (100% Dedicated)	Total
Corporate Management & Support	<input type="text" value="3.38"/>	<input type="text" value="0.80"/>	<input type="text" value="2.58"/>	<input type="text" value="0.91"/>	<input type="text"/>	<input type="text" value="4.29"/>
Development	<input type="text" value="1.62"/>	<input type="text"/>	<input type="text" value="1.62"/>	<input type="text" value="0.49"/>	<input type="text"/>	<input type="text" value="2.11"/>
Auction	<input type="text" value="2.62"/>	<input type="text" value="2.62"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text" value="2.62"/>
Underwriting	<input type="text" value="0.51"/>	<input type="text"/>	<input type="text" value="0.51"/>	<input type="text" value="0.13"/>	<input type="text"/>	<input type="text" value="0.64"/>
Programming	<input type="text" value="0.48"/>	<input type="text" value="0.40"/>	<input type="text" value="0.08"/>	<input type="text" value="0.68"/>	<input type="text"/>	<input type="text" value="1.16"/>
Production	<input type="text" value="3.00"/>	<input type="text" value="0.11"/>	<input type="text" value="2.89"/>	<input type="text" value="1.69"/>	<input type="text" value="1.33"/>	<input type="text" value="6.02"/>
CD&D	<input type="text" value="5.48"/>	<input type="text" value="3.55"/>	<input type="text" value="1.93"/>	<input type="text" value="1.18"/>	<input type="text" value="2.06"/>	<input type="text" value="8.72"/>
Educational Services and Community Engagement	<input type="text" value="0.40"/>	<input type="text"/>	<input type="text" value="0.40"/>	<input type="text" value="0.10"/>	<input type="text"/>	<input type="text" value="0.50"/>
Customer/Relationship Management	<input type="text" value="0.36"/>	<input type="text"/>	<input type="text" value="0.36"/>	<input type="text" value="0.44"/>	<input type="text"/>	<input type="text" value="0.80"/>
Other Activities & Services	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Total Station FTEs	<input type="text" value="17.85"/>	<input type="text" value="7.48"/>	<input type="text" value="10.37"/>	<input type="text" value="5.62"/>	<input type="text" value="3.39"/>	<input type="text" value="26.86"/>

13.2 Combined Personnel Expenses for Joint Licensees (Can be Generated from the FTE Workbook)

Jump to question: 13.2 ▼

	TV Totals (Pre-filled: Should equal Sum of TV Only and TV Allocated Cells)	TV Only (100% Dedicated)	Joint TV and Radio: Amount Allocated to TV	Joint TV and Radio: Amount Allocated to Radio	Radio Only (100% Dedicated)	Total
Corporate Management & Support	<input type="text" value="\$ 224,058"/>	<input type="text" value="\$ 88,711"/>	<input type="text" value="\$ 135,347"/>	<input type="text" value="\$ 41,707"/>	<input type="text" value="\$ 0"/>	<input type="text" value="\$ 265,765"/>

Development	\$ 78,237	\$ 0	\$ 78,237	\$ 22,115	\$ 0	\$ 100,352
Auction	\$ 115,578	\$ 115,578	\$ 0	\$ 0	\$ 0	\$ 115,578
Underwriting	\$ 28,076	\$ 0	\$ 28,076	\$ 7,019	\$ 0	\$ 35,095
Programming	\$ 41,472	\$ 37,870	\$ 3,602	\$ 32,415	\$ 0	\$ 73,887
Production	\$ 168,996	\$ 5,206	\$ 163,790	\$ 108,525	\$ 52,480	\$ 330,001
CD&D	\$ 249,365	\$ 121,700	\$ 127,665	\$ 62,995	\$ 93,780	\$ 406,140
Educational Services and Community Engagement	\$ 18,978	\$ 0	\$ 18,978	\$ 4,744	\$ 0	\$ 23,722
Customer/Relationship Management	\$ 19,216	\$ 0	\$ 19,216	\$ 18,576	\$ 0	\$ 37,792
Other Activities & Services	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
Total Station Personnel Expenses	\$ 943,976	\$ 369,065	\$ 574,911	\$ 298,096	\$ 146,260	\$ 1,388,332

13.3 Total Combined Joint Licensee Station (Revenue and Expenses)

Jump to question: **13.3** ▼

	TV Totals (Pre-filled: Should equal Sum of TV Only and TV Allocated Cells)	TV Only (100% Dedicated)	Joint TV and Radio: Amount Allocated to TV	Joint TV and Radio: Amount Allocated to Radio	Radio Only (100% Dedicated)	Total
Revenue	\$ 2,408,668	\$ 2,408,668	\$	\$	\$	\$ 2,408,668
Direct Expenses	\$ 989,004	\$ 989,004	\$	\$	\$	\$ 989,004
In-Kind Expenses	\$ 120,719	\$ 120,719	\$	\$	\$	\$ 120,719
Indirect Expenses	\$ 0	\$	\$	\$	\$	\$ 0
Total Station Personnel Expenses	\$ 943,976	\$ 369,065	\$ 574,911	\$ 298,096	\$ 146,260	\$ 1,388,332
Depreciation	\$ 226,192	\$ 226,192	\$	\$	\$	\$ 226,192
Total Station Expenses (Including Depreciation)	\$ 2,279,891	\$ 1,704,980	\$ 574,911	\$ 298,096	\$ 146,260	\$ 2,724,247
Comments						
Question	Comment					