

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	\$ 1,592,563	\$ 461,981
Accounts Receivables	\$ 189,314	\$ 140,147
All Other Current Assets	\$ 1,411,827	\$ 414,372
All Non-Current Assets	\$ 73,345,196	\$ 78,677,444
Total Assets	\$ 76,538,900	\$ 79,693,944
Total Deferred Outflow of Resources (TDOR)	\$	\$
Liabilities		
Accounts Payables	\$ 1,326,617	\$ 200,630
All Other Current Liabilities	\$ 135,296	\$ 279,728
Pensions and Other Postemployment Benefits (Non Current)	\$ 0	\$ 0
All Other Long Term Liabilities	\$ 555,201	\$ 558,219
Total Liabilities	\$ 2,017,114	\$ 1,038,577
Total Deferred Inflow of Resources (TDIR)	\$ 0	\$
Net Assets		
Invested in Capital Assets (Net of Related Debt)	\$	\$
Restricted Net Assets	\$ 152,495	\$ 115,551
Unrestricted Net Assets	\$ 74,369,291	\$ 78,539,816
Total Net Assets	\$ 74,521,786	\$ 78,655,367
Balance Formula ((TA+TDOR) - (TL+TNA+TDIR))	\$	\$ 0

1.1 Statement of Financial Position (Balance Sheet)Jump to question: **1.1** ▼

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

Joint Licensee: Reported Combined Entity

1.2 Audited Financial Statements Filing Status (for Joint Licensees Only)Jump to question: **1.2** ▼

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

Question	Comment
Current Year-End: Total Liabilities	PY had more repack related expenses in payables at year end
Previous Year-End: Total Liabilities	Repack related expenses in payables at year end that did not exist in PY

2.1 Total Station Revenue

Jump to question: **2.1** ▼

Total (\$)

Passive Revenue

Royalties	\$ <input type="text" value="0"/>
Copyright Tribunal Distributions	\$ <input type="text" value="0"/>
Gains on Sale of Assets - Property and Equipment	\$ <input type="text" value="0"/>
Interest and Dividends: Non-Endowment	\$ <input type="text" value="1,231,291"/>
Interest and Dividends: Endowment	\$ <input type="text" value="0"/>
Realized Gains (Losses) on Marketable Securities Transactions: Non-Endowment	\$ <input type="text" value="246,223"/>
Realized Gains (Losses) on Marketable Securities Transactions: Endowment	\$ <input type="text" value="0"/>
Unrealized Gains (Losses) on Marketable Securities Transactions: Non-Endowment	\$ <input type="text" value="1,415,846"/>
Unrealized Gains (Losses) on Marketable Securities Transactions: Endowment	\$ <input type="text" value=""/>
Total Passive Revenue	\$ <input type="text" value="2,893,360"/>

Non-Passive Revenue

CPB CSG	\$ <input type="text" value="371,259"/>
Membership (Contributions < \$1,000)	\$ <input type="text" value="524,736"/>
Major Giving (Contributions >= \$1,000)	\$ <input type="text" value="62,308"/>
Planned Giving (Realized)	\$ <input type="text" value="87,500"/>
Capital	\$ <input type="text" value=""/>
Endowment	\$ <input type="text" value="0"/>
Grant Solicitation (Competitive)	\$ <input type="text" value="14,800"/>
Production Underwriting	\$ <input type="text" value="0"/>
Spot/Run of Schedule Underwriting	\$ <input type="text" value="37,257"/>
All Other Underwriting	\$ <input type="text" value=""/>
Contract Production & Services	\$ <input type="text" value="64,000"/>
Content Distribution Activities	\$ <input type="text" value="369,685"/>
Program Guide	\$ <input type="text" value=""/>
Auction	\$ <input type="text" value="54,759"/>
Subsidiaries	\$ <input type="text" value="0"/>
State Government Appropriation (Unrestricted)	\$ <input type="text" value=""/>
All Other	\$ <input type="text" value="3,372,112"/>
Total Non-Passive Revenue	\$ <input type="text" value="4,958,416"/>
Total Station Revenue	\$ <input type="text" value="7,851,776"/>

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
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Federal Government (Non-CPB)	\$ <input type="text"/>	<input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ 315,280	\$ 315,280
State Government	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ 0
Local and All Other Government	\$ <input type="text" value="0"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ 78,838	\$ 78,838
CPB	\$ <input type="text"/>	<input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ 582,773	\$ 582,773
PBS	\$ <input type="text"/>	<input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ 0
NPR	\$ <input type="text"/>	<input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ 0
Public Broadcasting Stations	\$ <input type="text"/>	<input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ 0
Individuals	\$ <input type="text" value="1,140"/>	<input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ 705,001	\$ 706,141
Businesses (For Profit Entities)	\$ <input type="text" value="90,028"/>	<input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ 6,037,828	\$ 6,127,856
Foundations (Not For Profit Entities)	\$ <input type="text" value="3,375"/>	<input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ 37,513	\$ 40,888
State and State Supported Colleges and Universities	\$ <input type="text" value="0"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ 0
Private Colleges and Universities	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>
All Other Sources	\$ <input type="text"/>	<input type="text"/>	\$ <input type="text" value="0"/>	\$ <input type="text"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>
Total Station Revenue	\$ <input type="text" value="94,543"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>	\$ 7,757,233	\$ 7,851,776

Comments

Question	Comment
All Other	\$1.7M FCC Repack, \$315K Cares Act PPP Funds; \$200K CPB Cares Act Funds; \$500K T-Mobile; \$1M NHK, France, Tower Rent
Total Non-Passive Revenue	See increase in "All Other"
Total Station Revenue	See increase in "All Other"
Total Passive Revenue	Large increase in unrealized gains over prior year
All Other Revenue from: Local and All Other Government	\$64K production of Coronavirus Town Hall Meetings for Sonoma County
All Other Revenue from: CPB	\$200K Cares Act Funding
All Other Revenue from: Businesses	Large increase in unrealized gains this fiscal year
All Other Revenue from: Foundations	Decrease in underwriting due to COVID-19
Total Revenue from: Federal Government (Non-CPB)	PPP loan forgiveness
Total Revenue from: State Government	PY Should have been reported in Local Gov
Total Revenue from: Local and All Other Government	\$64K production of Coronavirus Town Hall Meetings for Sonoma County
Total Revenue from: CPB	\$200K Cares Act Funding
Total Revenue from: Businesses	Large increase in unrealized gains this fiscal year

Question

Total Revenue from: Foundations

Comment

Decrease in underwriting due to COVID-19

3.1 Station Expenses (Excluding Depreciation)

Jump to question:

	Full Time Equivalents (FTEs)	Total Personnel Cost	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)	<input type="text" value="0.40"/>	\$ <input type="text" value="62,685"/>	<input type="text" value="-----"/>	\$ <input type="text" value="62,685"/>
Finance and HR	<input type="text" value="0.65"/>	\$ <input type="text" value="75,728"/>	<input type="text" value="-----"/>	\$ <input type="text" value="75,728"/>
Administrative Support	<input type="text" value="3.25"/>	\$ <input type="text" value="157,475"/>	<input type="text" value="-----"/>	\$ <input type="text" value="157,475"/>
Total Corporate Management & Support	<input type="text" value="4.30"/>	\$ <input type="text" value="295,888"/>	\$ <input type="text" value="373,820"/>	\$ <input type="text" value="669,708"/>
Development				
Membership - Pledge/On-Air	<input type="text" value="1.21"/>	\$ <input type="text" value="129,667"/>	\$ <input type="text" value="127,917"/>	\$ <input type="text" value="257,584"/>
Membership - Direct Mail	<input type="text" value="0.40"/>	\$ <input type="text" value="22,975"/>	\$ <input type="text" value="22,665"/>	\$ <input type="text" value="45,640"/>
Membership - Telemarketing	<input type="text" value=""/>	\$ <input type="text" value="0"/>	\$ <input type="text" value=""/>	\$ <input type="text" value="0"/>
Membership - Web/Online Fundraising	<input type="text" value="0.20"/>	\$ <input type="text" value="11,957"/>	\$ <input type="text" value="11,796"/>	\$ <input type="text" value="23,753"/>
Membership - All Other	<input type="text" value="0.16"/>	\$ <input type="text" value="9,754"/>	\$ <input type="text" value="9,622"/>	\$ <input type="text" value="19,376"/>
Major Giving	<input type="text" value="0.16"/>	\$ <input type="text" value="9,754"/>	\$ <input type="text" value="9,622"/>	\$ <input type="text" value="19,376"/>
Planned Giving	<input type="text" value="0.04"/>	\$ <input type="text" value="2,204"/>	\$ <input type="text" value="2,174"/>	\$ <input type="text" value="4,378"/>
Capital Campaigns	<input type="text" value=""/>	\$ <input type="text" value="0"/>	\$ <input type="text" value=""/>	\$ <input type="text" value="0"/>
Endowment Campaigns	<input type="text" value=""/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>
Grant Solicitation (Competitive)	<input type="text" value="0.01"/>	\$ <input type="text" value="1,194"/>	\$ <input type="text" value="1,178"/>	\$ <input type="text" value="2,372"/>
Total Development	<input type="text" value="2.18"/>	\$ <input type="text" value="187,505"/>	\$ <input type="text" value="184,974"/>	\$ <input type="text" value="372,479"/>
Auction				
Auction	<input type="text" value="1.68"/>	\$ <input type="text" value="98,677"/>	\$ <input type="text" value="5,798"/>	\$ <input type="text" value="104,475"/>
Underwriting				
National Production Underwriting	<input type="text" value="0"/>	\$ <input type="text" value="0"/>	<input type="text" value="-----"/>	\$ <input type="text" value="0"/>
Local Production Underwriting	<input type="text" value="0.76"/>	\$ <input type="text" value="55,888"/>	<input type="text" value="-----"/>	\$ <input type="text" value="55,888"/>
Spot/Run of Schedule Underwriting	<input type="text" value="0.32"/>	\$ <input type="text" value="27,704"/>	<input type="text" value="-----"/>	\$ <input type="text" value="27,704"/>
Educational Services Underwriting	<input type="text" value="0"/>	\$ <input type="text" value="0"/>	<input type="text" value="-----"/>	\$ <input type="text" value="0"/>
Community Engagement Underwriting	<input type="text" value="0"/>	\$ <input type="text" value="0"/>	<input type="text" value="-----"/>	\$ <input type="text" value="0"/>
Special Event & Other Underwriting	<input type="text" value="0"/>	\$ <input type="text" value="0"/>	<input type="text" value="-----"/>	\$ <input type="text" value="0"/>
Total Underwriting	<input type="text" value="1.08"/>	\$ <input type="text" value="83,592"/>	\$ <input type="text" value="21,880"/>	\$ <input type="text" value="105,472"/>
Programming				
Program Acquisition	<input type="text" value="0.20"/>	\$ <input type="text" value="17,507"/>	\$ <input type="text" value="310,156"/>	\$ <input type="text" value="327,663"/>
Program Scheduling	<input type="text" value="1.38"/>	\$ <input type="text" value="92,924"/>	\$ <input type="text" value="4,809"/>	\$ <input type="text" value="97,733"/>
Total Programming	<input type="text" value="1.58"/>	\$ <input type="text" value="110,431"/>	\$ <input type="text" value="314,965"/>	\$ <input type="text" value="425,396"/>

Production

National Broadcast Production	<input type="text" value="1.00"/>	\$ <input type="text" value="36,108"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="36,108"/>
Local Broadcast Production	<input type="text" value="3.00"/>	\$ <input type="text" value="223,974"/>	\$ <input type="text" value="12,749"/>	\$ <input type="text" value="236,723"/>
Contract Production & Services	<input type="text" value="0.11"/>	\$ <input type="text" value="16,722"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="16,722"/>
Non Broadcast Production (including Fixed Point to Point, Web, etc.)	<input type="text" value="0.96"/>	\$ <input type="text" value="87,153"/>	\$ <input type="text" value="23,645"/>	\$ <input type="text" value="110,798"/>
Total Production	<input type="text" value="5.07"/>	\$ <input type="text" value="363,957"/>	\$ <input type="text" value="36,394"/>	\$ <input type="text" value="400,351"/>

Content Distribution & Delivery (CD&D)

Transmission/Distribution	<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="2.58"/>	\$ <input type="text" value="120,569"/>	<input type="text" value="-----"/>	\$ <input type="text" value="120,569"/>
Technical Maintenance	<input type="text" value="2.39"/>	\$ <input type="text" value="256,441"/>	<input type="text" value="-----"/>	\$ <input type="text" value="256,441"/>
Production Support	<input type="text" value="0"/>	\$ <input type="text" value="0"/>	<input type="text" value="-----"/>	\$ <input type="text" value="0"/>
Information Technology	<input type="text" value="0.80"/>	\$ <input type="text" value="42,814"/>	<input type="text" value="-----"/>	\$ <input type="text" value="42,814"/>
Total CD&D	<input type="text" value="5.77"/>	\$ <input type="text" value="419,824"/>	\$ <input type="text" value="925,670"/>	\$ <input type="text" value="1,345,494"/>

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"/>
Community Engagement	<input type="text" value="0"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="77,992"/>	\$ <input type="text" value="77,992"/>
Total Educational Services and Community Engagement	<input type="text" value="0"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="77,992"/>	\$ <input type="text" value="77,992"/>

Marketing/ CRM

Marketing, PR & Communications	<input type="text" value="0.50"/>	\$ <input type="text" value="20,288"/>	\$ <input type="text" value="50,741"/>	\$ <input type="text" value="71,029"/>
Program Guide	<input type="text" value="1.50"/>	\$ <input type="text" value="40,578"/>	\$ <input type="text" value="1,921"/>	\$ <input type="text" value="42,499"/>
Viewer & Member Services	<input type="text" value="0"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="841"/>	\$ <input type="text" value="841"/>
Special Events	<input type="text" value="0"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>
Total Customer/Relationship Management	<input type="text" value="2.00"/>	\$ <input type="text" value="60,866"/>	\$ <input type="text" value="53,503"/>	\$ <input type="text" value="114,369"/>

Other Activities & Services

Other Activities & Services	<input type="text" value="0"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>
Total Station Expenses (Excluding Depreciation)	<input type="text" value="23.66"/>	\$ <input type="text" value="1,620,740"/>	\$ <input type="text" value="1,994,996"/>	\$ <input type="text" value="3,615,736"/>

3.2 Other Activities & ServicesJump 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: ▼**Full Time
Equivalents (FTEs)**

Corporate Management & Support	<input type="text" value="0"/>
Development	<input type="text" value="0"/>
Auction	<input type="text" value="0"/>
Underwriting	<input type="text" value="0"/>

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

3.4 In-Kind Expense DetailJump to question: **3.4** ▼

In-Kind Expenses \$	
Corporate Management & Support	\$ <input type="text" value="24,418"/>
Development	\$ <input type="text"/>
Auction	\$ <input type="text"/>
Underwriting	\$ <input type="text" value="4,125"/>
Programming	\$ <input type="text"/>
Production	\$ <input type="text"/>
CD&D	\$ <input type="text" value="66,000"/>
Educational Services	\$ <input type="text" value="0"/>
Community Engagement	\$ <input type="text"/>
Customer/Relationship Management	\$ <input type="text"/>
Other Activities & Services	\$ <input type="text"/>
Total Station In-Kind Expenses	\$ <input type="text" value="94,543"/>

3.5 Indirect Support Expense DetailJump to question: **3.5** ▼

Indirect Expenses \$	
Indirect Support - Occupancy	\$ <input type="text"/>
Indirect Support-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="94,543"/>

3.6 Capital Expenses and Related ItemsJump to question: **3.6** ▼

	Capital Expenses (\$)	Depreciation/ Amortization (\$)	(\$) Funded Depreciation
Land and Buildings	\$ <input type="text" value="76,428"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>
Administrative and General Office Equipment	\$ <input type="text" value="13,109"/>	\$ <input type="text" value="16,399"/>	\$ <input type="text" value="0"/>
Production Equipment	\$ <input type="text" value="0"/>	\$ <input type="text" value="3,293"/>	\$ <input type="text" value="0"/>
CD&D and IT Equipment	\$ <input type="text" value="3,289,941"/>	\$ <input type="text" value="326,557"/>	\$ <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="5,563"/>	\$ <input type="text"/>
Total	\$ <input type="text" value="3,379,478"/>	\$ <input type="text" value="351,812"/>	\$ <input type="text" value="0"/>
	<input type="text" value="-----"/>	\$ <input type="text" value="3,967,548"/>	<input type="text" value="-----"/>

Total Station Expenses (Including Depreciation)

Comments

Question

Comment

Total Operating Expenses: Total Customer/Relationship Management

Additional staff hired

Total Operating Expenses: Total Educational Services and Community Outreach

Expenses reported as part of Development in prior years

Total Operating Expenses: Total Underwriting

UW sales rep did not work full FY

Depreciation/Amortization (\$): Total

Began depreciating a portion of CIP from Repack assets

4.1 Corporate Management & Support Expense DetailJump 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) \$ 1,970

Telecommunications and Utilities (excluding Transmitter Power) \$ 71,249

Consulting, Contracted & Outsourced Personnel and Services Fees \$ 33,659

Legal Fees \$ 15,258

Accounting/Payroll Fees \$ 71,292

Governance and Advisory Board Expenses \$

Insurance - Property, Liability & Other Corporate (Non-Employee Benefits) \$ 49,253

Facilities Maintenance \$ 17,989

Professional Development/Training (For All Staff) \$ 4,936

Indirect Support including Occupancy (Excluding Indirect Transmitter Power) \$

Interest Expense \$ 19,270

All Other Corporate Management & Support \$ 88,944

Total Corporate Management & Support \$ 373,820

Comments

Question

Comment

Total Corporate Management & Support Expenses

Addition of NETA @ \$60k/year for 10 months

5.1 Membership Revenue (<\$1,000)Jump to question: **5.1** ▼

	New (\$)	Renewal (\$)	Re-join (\$)	Add-Gift (\$)	Total
Pledge/On Air	\$ 162,494	\$ 21,345	\$ 46,006	\$ 25,805	\$ 255,650
Direct Mail	\$ 7,768	\$ 77,252	\$ 8,649	\$ 4,322	\$ 97,991
Telemarketing	\$ 4,203	\$ 1,346	\$ 803	\$ 244	\$ 6,596
Web/Online	\$ 12,021	\$ 10,466	\$ 4,049	\$ 2,049	\$ 28,585
Other Membership Programs	\$ 46,329	\$ 75,447	\$ 12,112	\$ 2,026	\$ 135,914
Total	\$ 232,815	\$ 185,856	\$ 71,619	\$ 34,446	\$ 524,736

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

	New (#)	Renewal (#)	Re-join (#)	Total	Add-Gift ((#))
Pledge/On Air	1,336	227	434	1,997	229
Direct Mail	106	1,012	105	1,223	50
Telemarketing	32	13	6	51	4

Web/Online	<input type="text" value="185"/>	<input type="text" value="132"/>	<input type="text" value="53"/>	<input type="text" value="370"/>	<input type="text" value="37"/>
Other Membership Programs	<input type="text" value="706"/>	<input type="text" value="799"/>	<input type="text" value="180"/>	<input type="text" value="1,685"/>	<input type="text" value="27"/>
Total	<input type="text" value="2,365"/>	<input type="text" value="2,183"/>	<input type="text" value="778"/>	<input type="text" value="5,326"/>	<input type="text" value="347"/>

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	<input type="text" value="5,326"/>	<input type="text" value="5,673"/>	\$ <input type="text" value="524,736"/>
\$1,000 to \$9,999	<input type="text" value="41"/>	<input type="text" value="148"/>	\$ <input type="text" value="54,308"/>
\$10,000 and above	<input type="text" value="1"/>	<input type="text" value="1"/>	\$ <input type="text" value="8,000"/>
Total	<input type="text" value="5,368"/>	<input type="text" value="5,822"/>	\$ <input type="text" value="587,044"/>

5.4 Gift Type DetailJump to question: **5.4** ▼

	Total
Matching Gifts (\$ Amount)	\$ <input type="text" value="1,633"/>
Sustainer Gifts (# of Donors)	<input type="text" value="1,395"/>
Sustainer Gifts (\$ Amount)	\$ <input type="text" value="164,308"/>

5.5 Planned Giving Revenue DetailJump to question: **5.5** ▼

	Realized in FY (#)	Realized in FY (\$)
Total amount of Planned Giving	<input type="text" value="1"/>	\$ <input type="text" value="87,500"/>
Total	<input type="text" value="1"/>	\$ <input type="text" value="87,500"/>

5.6 Endowment Fund DetailJump to question: **5.6** ▼

	Endowment Fund (\$)
Value of Fund at start of Fiscal Year?	\$ <input type="text"/>
New Endowment Contributions	\$ <input type="text" value="0"/>
Realized Investment Gains	\$ <input type="text" value="0"/>
Unrealized Investment Gains (Losses)	\$ <input type="text"/>
Discretionary spending from the Endowment Fund	\$ <input type="text"/>
Discretionary additions to the Endowment Fund	\$ <input type="text"/>
Value of Fund at end of Fiscal Year?	\$ <input type="text"/>
Value of pledged gifts not yet received?	\$ <input type="text"/>

5.7 Development ExpensesJump to question: **5.7** ▼

	Direct & In-Kind Expenses (\$)
Premiums' Total	\$ <input type="text" value="77,264"/>
Consulting, Contracted & Outsourced Personnel and Services Fees	\$ <input type="text" value="40,741"/>
Other Expenses	\$ <input type="text" value="66,969"/>
Total	\$ <input type="text" value="184,974"/>

Comments

Question	Comment
Number of Gifts (#): \$1,000 to \$2,499	FY19 Total number of gifts should have been 11,694

6.1 Underwriting Revenue DetailJump to question: **6.1** ▼

	Revenue (\$)
National Production Underwriting	\$ <input type="text"/>

Local Production Underwriting	\$ <input type="text"/>
Spot/Run of Schedule Underwriting	\$ <input type="text" value="37,257"/>
Educational Services Underwriting	\$ <input type="text"/>
Community Engagement Underwriting	\$ <input type="text"/>
Special Events/Other Underwriting	\$ <input type="text"/>
Total	\$ <input type="text" value="37,257"/>

6.2 Production Underwriter Detail (National and Local Production Underwriting)

Jump to question: [6.2](#) ▼

	Total # of Underwriters	Revenue (\$)
Individuals	<input type="text" value="0"/>	\$ <input type="text" value="0"/>
Businesses (For Profit Entities)	<input type="text" value="0"/>	\$ <input type="text" value="0"/>
Foundations (Not For Profit Entities)	<input type="text" value="0"/>	\$ <input type="text" value="0"/>
Government (Federal, State and Local and Other Gov't)	<input type="text" value="0"/>	\$ <input type="text" value="0"/>
All Other (CPB, PBS, NPR, Other Public Broadcasting Stations & Entities, Colleges & Universities, and All Other)	<input type="text" value="0"/>	\$ <input type="text" value="0"/>
Total	<input type="text" value="0"/>	\$ <input type="text" value="0"/>

6.3 Spot/Run of Schedule Underwriter Detail

Jump to question: [6.3](#) ▼

	Total # of Underwriters	Revenue (\$)
Individuals	<input type="text" value="1"/>	\$ <input type="text" value="750"/>
Businesses (For Profit Entities)	<input type="text" value="5"/>	\$ <input type="text" value="6,827"/>
Foundations (Not For Profit Entities)	<input type="text" value="3"/>	\$ <input type="text" value="14,842"/>
Government (Federal, State and Local and Other Gov't)	<input type="text" value="3"/>	\$ <input type="text" value="14,838"/>
All Other (CPB, PBS, NPR, Other Public Broadcasting Stations & Entities, Colleges & Universities, and All Other)	<input type="text" value="0"/>	\$ <input type="text" value="0"/>
Total	<input type="text" value="12"/>	\$ <input type="text" value="37,257"/>

6.4 Underwriting Detail - Expenses

Jump to question: [6.4](#) ▼

	Direct & In-Kind Expenses (\$)
Consulting, Contracted & Outsourced Personnel and Services Fees	\$ <input type="text" value="7,450"/>
Other Expenses	\$ <input type="text" value="14,430"/>
Total	\$ <input type="text" value="21,880"/>

6.5 Spot/Run of Schedule Underwriting Contracts & Renewal Rate

Jump to question: [6.5](#) ▼

	Amount
Total Number of separate underwriting contracts during the fiscal year (Generated Revenue in Question 6.3)?	<input type="text" value="17"/>
Underwriter Renewal Rate? (%)	<input type="text" value="90.00"/>

Comments

Question	Comment
Total Underwriting Revenue	Major decrease in UW this FY due to staffing issue and COVID-19 Cancellations
Total Spot/Run of Schedule Underwriting Revenue (\$)	Major decrease in UW this FY due to staffing issue and COVID-19 Cancellations

7.1 Program Acquisition Expenses

Jump to question: [7.1](#) ▼

Direct & In-Kind Expenses (\$)	# of Hours of Programming Aired on Main Broadcast Channel (1 Stream)	# of Hours of Programming Aired on All Other Broadcast Channels
--------------------------------	--	---

PBS Programs - NPS	<input type="text" value="-----"/>	<input type="text" value="3,350.00"/>	<input type="text" value=""/>
PBS Programs - PFP	<input type="text" value="-----"/>	<input type="text" value="395.00"/>	<input type="text" value=""/>
PBS Programs - PBS Plus & Other	<input type="text" value="-----"/>	<input type="text" value="789.00"/>	<input type="text" value="1,057.00"/>
PBS Programs - Total	\$ <input type="text" value="260,447"/>	<input type="text" value="4,534.00"/>	<input type="text" value="1,057.00"/>
NETA	\$ <input type="text" value="4,097"/>	<input type="text" value="533.00"/>	<input type="text" value="1,080.00"/>
BBC	\$ <input type="text" value="9,803"/>	<input type="text" value="178.00"/>	<input type="text" value="84.00"/>
APT	\$ <input type="text" value="15,087"/>	<input type="text" value="2,636.00"/>	<input type="text" value="5,116.00"/>
Movie Packages (Other Distributors)	\$ <input type="text" value=""/>	<input type="text" value=""/>	<input type="text" value=""/>
All Other Program Acquisitions (Other Distributors)	\$ <input type="text" value="20,722"/>	<input type="text" value="227.00"/>	<input type="text" value="182.00"/>
Local Productions	<input type="text" value="-----"/>	<input type="text" value="100.00"/>	<input type="text" value="102.00"/>
Total	\$ <input type="text" value="310,156"/>	<input type="text" value="8,208.00"/>	<input type="text" value="7,621.00"/>

7.2 Program Acquisition & Scheduling Expenses

Jump to question: [7.2](#) ▼

	Direct & In-Kind Expenses (\$)
Program Acquisitions	\$ <input type="text" value="310,156"/>
Consulting, Contracted & Outsourced Personnel and Services Fees	\$ <input type="text" value="0"/>
Other Expenses	\$ <input type="text" value="4,809"/>
Total	\$ <input type="text" value="314,965"/>

7.3 PBS Program Differentiation

Jump to question: [7.3](#) ▼

Are you a PBS PDP Station? Yes

7.4 Ratings Data and Market Data

Jump to question: [7.4](#) ▼

2019

Total Area Population Households (#)

Estimated Total Commercial TV Ad Revenue (\$)

Comments

Question	Comment
No Comments for this section	

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

Jump to question: [8.1](#) ▼

	National Broadcast Production	Local Broadcast Production	Non Broadcast Production (Includes Fixed Point to Point Delivery, Web, etc.)
Contracted Personnel (including Outside Producers, Directors, Talent/On Air Hosts etc.), Services and Equipment Rental	\$ <input type="text" value=""/>	\$ <input type="text" value="4,255"/>	\$ <input type="text" value="13,619"/>
Other Expenses	\$ <input type="text" value="0"/>	\$ <input type="text" value="8,494"/>	\$ <input type="text" value="10,026"/>
Total Production Services Expenses	\$ <input type="text" value="0"/>	\$ <input type="text" value="12,749"/>	\$ <input type="text" value="23,645"/>

8.2 Content Production Intended for Station use (by type)

Jump to question: [8.2](#) ▼

	# of Hours of National Broadcast Production	# of Hours of Local Broadcast Production	# of Hours of Non Broadcast Production (Includes Fixed Point to Point Delivery, Web, etc.)
State/local government or election coverage	<input type="text" value=""/>	<input type="text" value="1.00"/>	<input type="text" value=""/>
Informational call-in broadcast	<input type="text" value=""/>	<input type="text" value=""/>	<input type="text" value=""/>
News	<input type="text" value=""/>	<input type="text" value="15.00"/>	<input type="text" value=""/>

Public Affairs	<input type="text" value="2.00"/>	<input type="text" value="12.50"/>	<input type="text" value="3.50"/>
Arts and Culture	<input type="text" value="1.00"/>	<input type="text" value="12.00"/>	<input type="text"/>
Sports Programming	<input type="text"/>	<input type="text"/>	<input type="text"/>
Pledge Programs, Pledge Breaks & Auction	<input type="text"/>	<input type="text" value="15.00"/>	<input type="text"/>
Educational	<input type="text"/>	<input type="text"/>	<input type="text"/>
All Other Productions	<input type="text"/>	<input type="text"/>	<input type="text"/>
Total Number of Hours	<input type="text" value="3.00"/>	<input type="text" value="55.50"/>	<input type="text" value="3.50"/>
Total Hours using Closed-Captioning	<input type="text" value="3.00"/>	<input type="text" value="55.50"/>	<input type="text" value="3.50"/>
Total Hours using the SAP Channel	<input type="text"/>	<input type="text"/>	<input type="text"/>

Comments

Question

Comment

No Comments for this section

9.1 Revenue Generated by Content Distribution & Delivery Activities

Jump to question:

Revenue (\$)

Tower Lease	\$ <input type="text" value="369,685"/>
ITFS/Alternative Transmission Services	\$ <input type="text"/>
Uplink/Teleconferencing Services	\$ <input type="text"/>
Facility/Equipment Rental	\$ <input type="text"/>
Datacasting	\$ <input type="text"/>
Network/Internet Connectivity	\$ <input type="text"/>
Other Revenue Generated by CD&D (Do not include contributions or grants restricted to CD&D)	\$ <input type="text"/>
Total	\$ <input type="text" value="369,685"/>

9.2 Content Distribution & Delivery Expenses

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

Consulting, Contracted & Outsourced Personnel and Services Fees (excluding Technical Support)	\$ <input type="text" value="99,833"/>
CD&D and IT Equipment, Replacement Parts and Software (Non-Capital)	\$ <input type="text" value="40,164"/>
Technical, Software and Hardware Support (All CD&D and IT Maintenance Agreements and Support Costs)	\$ <input type="text" value="48,901"/>
STL Fees	\$ <input type="text" value="0"/>
Tower Rent/Lease/Mortgage	\$ <input type="text" value="546,228"/>
ITFS/Alternative Transmission Services	\$ <input type="text"/>
Uplink/Teleconferencing Services	\$ <input type="text"/>
Datacasting	\$ <input type="text"/>
Network/Internet Connectivity	\$ <input type="text"/>
Transmitter Power (Direct Expense)	\$ <input type="text" value="183,328"/>
Indirect Support-Transmitter Power	\$ <input type="text"/>
Interconnection Expenses	\$ <input type="text" value="7,216"/>
Other Expenses	\$ <input type="text" value="0"/>
Total	\$ <input type="text" value="925,670"/>

9.3 Broadcast Capacity

Jump to question:

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

9.4 Master Control FacilitiesJump to question: **9.4** ▼

	Number	Hours per Day
Master Control Facilities - # Operated	<input type="text" value="1"/>	<input type="text" value="-----"/>
Master Control Facilities - Total Hours/Day	<input type="text" value="-----"/>	<input type="text" value="24.00"/>
Master Control Facilities - Staffed Hours/Day	<input type="text" value="-----"/>	<input type="text" value="16"/>

Comments

Question	Comment
CD&D Expenses: Tower Rent/Lease/Mortgage	Relocated to new tower FY20

10.1 Educational Services RevenueJump to question: **10.1** ▼

	Revenue (\$)
Federal Grants	\$ <input type="text"/>
Underwriting for Educational Services	\$ <input type="text"/>
Corporate/Foundation Giving	\$ <input type="text"/>
Fee-For-Service or Entrepreneurial Services	\$ <input type="text"/>
State Government Funding	\$ <input type="text"/>
Other Revenue Generated by Educational Services	\$ <input type="text"/>
Total	\$ <input type="text" value="0"/>

10.2 Educational Services ExpensesJump to question: **10.2** ▼

	Direct & In-Kind Expenses (\$)
Consulting, Contracted & Outsourced Personnel and Services Fees	\$ <input type="text"/>
Other Expenses	\$ <input type="text"/>
Total	\$ <input type="text" value="0"/>

10.3 Educational Content DetailJump to question: **10.3** ▼

	Direct & In-Kind Expenses (\$)
Create Local Educational Content for Broadcast	\$ <input type="text"/>
Create Local Educational Content NOT intended for Broadcast (includes Fixed Point to Point, Web, etc.)	\$ <input type="text"/>
Create National Educational Content for Broadcast	\$ <input type="text"/>
Create National Educational Content NOT intended for Broadcast (includes Fixed Point to Point, Web, etc.)	\$ <input type="text"/>
Program Acquisition	\$ <input type="text"/>
Total	\$ <input type="text" value="0"/>

10.4 Educational Content DeliveryJump to question: **10.4** ▼

	# 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.)
Children's content (PBSKids)	<input type="text" value="1,702.00"/>	<input type="text"/>	<input type="text"/>

K-12 Educational resources	<input type="text" value="31.00"/>	<input type="text" value="154.00"/>	<input type="text"/>
Adult Basic Education-English	<input type="text"/>	<input type="text"/>	<input type="text"/>
Adult Basic Education - Other than English	<input type="text"/>	<input type="text"/>	<input type="text"/>
Teacher professional development	<input type="text"/>	<input type="text"/>	<input type="text"/>
Other	<input type="text" value="31.00"/>	<input type="text" value="5.00"/>	<input type="text"/>
Total	<input type="text" value="1,764.00"/>	<input type="text" value="159.00"/>	<input type="text"/>

10.5 Educational WorkshopsJump to question: ▼

	# 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

11.1 Community Engagement RevenueJump to question: ▼

	Revenue (\$)
Grants (Competitive)	\$ <input type="text" value="14,800"/>
Fee-For-Service or Entrepreneurial	\$ <input type="text"/>
Underwriting of Outreach Events	\$ <input type="text"/>
Other Revenue Generated by Community Engagement	\$ <input type="text"/>
Total	\$ <input type="text" value="14,800"/>

11.2 Community Engagement ExpensesJump to question: ▼

	Direct & In-Kind Expenses (\$)
Consulting, Contracted & Outsourced Personnel and Services Fees	\$ <input type="text" value="49,501"/>
Other Expenses	\$ <input type="text" value="28,491"/>
Total	\$ <input type="text" value="77,992"/>

Comments**Question****Comment**

Community Outreach Revenue (\$): Grants (Competitive) Decreased competitive grants: Sonoma Cty Women's Suffrage - \$5,500 Solutions Journalism Grant - \$2,400 McNabb Found - \$2,900 Crankstart Foundation - \$4,000

Community Outreach Revenue (\$): Total Decreased competitive grants: Sonoma Cty Women's Suffrage - \$5,500 Solutions Journalism Grant - \$2,400 McNabb Found - \$2,900 Crankstart Foundation - \$4,000