

Grantee Information

ID	1716
Grantee Name	KVIE-TV
City	Sacramento
State	CA
Licensee Type	Community

1.1 Statement of Financial Position (Balance Sheet)

Jump to question: ▼

	End of Previous FY	End of Current FY
Assets		
Cash and Cash Equivalents	\$ 1,655,115	\$ 1,760,976
All Other Current Assets	\$ 346,982	\$ 594,555
All Non-Current Assets	\$ 13,251,048	\$ 15,063,777
Total Assets	\$ 15,253,145	\$ 17,419,308
Liabilities		
All Current Liabilities	\$ 822,752	\$ 966,557
All Non-Current Liabilities	\$ 4,270,001	\$ 4,022,348
Total Liabilities	\$ 5,092,753	\$ 4,988,905
Net Assets		
Invested in Capital Assets (Net of Related Debt)	\$ 0	\$ 0
Other Restricted Net Assets	\$ 453,976	\$ 418,273
Unrestricted Net Assets	\$ 9,706,416	\$ 12,012,130
Total Net Assets	\$ 10,160,392	\$ 12,430,403
Balance Formula (TA - (TL+TNA))	\$	\$ 0

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

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

Jump to question: ▼

Licensee Type (For Joint Licensees Only)

Comments

Question	Comment
No Comments for this section	

2.1 Total Station Revenue

Jump to question: ▼

	Total (\$)
Passive Revenue	
Royalties	\$ 42,226
Copyright Tribunal Distributions	\$ 13,574
Gains on Sale of Assets - Property and Equipment	\$ 0
Interest and Dividends: Non-Endowment	\$ 102,246
Interest and Dividends: Endowment	\$ 17,341
Realized Gains (Losses) on Marketable Securities Transactions: Non-Endowment	\$ 195,957
Realized Gains (Losses) on Marketable Securities Transactions: Endowment	\$ 58,655
Unrealized Gains (Losses) on Marketable Securities Transactions: Non-Endowment	\$ 47,851

Unrealized Gains (Losses) on Marketable Securities Transactions: Endowment	\$	-9,878
Total Passive Revenue	\$	467,972
Non-Passive Revenue		
CPB CSG	\$	1,526,217
Membership (Contributions < \$1,000)	\$	6,251,953
Major Giving (Contributions >= \$1,000)	\$	472,060
Planned Giving (Realized)	\$	836,020
Capital	\$	540,001
Endowment	\$	3,000
Grant Solicitation (Competitive)	\$	270,233
Production Underwriting	\$	621,506
Spot/Run of Schedule Underwriting	\$	794,196
All Other Underwriting	\$	89,758
Contract Production & Services	\$	65,518
Content Distribution Activities	\$	360,573
Program Guide	\$	35,106
Auction	\$	184,532
Subsidiaries	\$	0
State Government Appropriation (Unrestricted)	\$	
All Other	\$	1,533,879
Total Non-Passive Revenue	\$	13,584,552
Total Station Revenue	\$	14,052,524

2.2 Revenue Sources and Type

Jump to question: [2.2](#) ▼

	Trade/In-Kind Revenue	Indirect Support including Occupancy	Capital	Endowment	All Other Revenue	Total
Federal Government (Non-CPB)	\$	-----	\$	\$	\$	\$ 0
State Government	\$	\$	\$	\$	\$ 83,665	\$ 83,665
Local and All Other Government	\$ 6,250	\$ 0	\$ 540,001	\$ 0	\$ 310,822	\$ 857,073
CPB	\$	-----	\$	\$	\$ 1,526,217	\$ 1,526,217
PBS	\$	-----	\$	\$	\$ 14,326	\$ 14,326
NPR	\$	-----	\$	\$	\$	\$ 0
Public Broadcasting Stations	\$ 54,300	-----	\$	\$	\$ 12,562	\$ 66,862
Individuals	\$	-----	\$	\$ 3,000	\$ 8,388,594	\$ 8,391,594
Businesses (For Profit Entities)	\$ 542,127	-----	\$	\$	\$ 676,880	\$ 1,219,007
Foundations (Not For Profit Entities)	\$ 102,655	-----	\$	\$	\$ 796,482	\$ 899,137
State and State Supported Colleges and Universities	\$ 10,000	\$	\$	\$	\$ 163,850	\$ 173,850
Private Colleges and Universities	\$	\$	\$	\$	\$ 366,395	\$ 366,395
All Other Sources	\$	-----	\$	\$ 66,118	\$ 388,280	\$ 454,398

Total Station Revenue	\$ 715,332	\$ 0	\$ 540,001	\$ 69,118	\$ 12,728,073	\$ 14,052,524
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Comments

Question	Comment
Realized Gains (Losses) on Marketable Securities Transactions: Non-Endowment	Not only did the balance in our investment accounts grow substantially from bequests but we also benefited from big gains in the stock market. FY16 took a hit at the end of the year due to Brexit causing a large decline in the market but FY17 rebounded after the Presidential election.
All Other	The membership director provides the membership revenue and he says the totals don't match the AFS. It is a Target Analytics (TA) report problem that he has tried to address with both the CPB and TA to get them in synch. The difference lands in this category.
Realized Gains (Losses) on Marketable Securities Transactions: Endowment	Not only did the balance in our investment accounts grow substantially from bequests but we also benefited from big gains in the stock market. FY16 took a hit at the end of the year due to Brexit causing a large decline in the market but FY17 rebounded after the Presidential election.
Unrealized Gains (Losses) on Marketable Securities Transactions: Non-Endowment	Not only did the balance in our investment accounts grow substantially from bequests but we also benefited from big gains in the stock market. FY16 took a hit at the end of the year due to Brexit causing a large decline in the market but FY17 rebounded after the Presidential election.
Total Passive Revenue	Big gains in the stock market during FY17 led to large growth in our investment accounts.
All Other Revenue from: State Government	First 5 California increased its spots from \$19k in FY16 to \$68k in FY17. California Lottery ran \$10k in spots for the first time (related to education).
All Other Revenue from: All Other Sources	Big rebound in the stock market in FY17 caused a large jump in realized gains on our investment accounts. Plus, we increased the total in investments so the gains were well-timed.
All Other Revenue from: Foundations	Production support for Season 1 Inside California Education came from a 501(c)3, NationalTeacher.org
Total Capital Revenue	This is exclusively Sac Metro Cable TV Commission grant and every year the award varies based on our specific requests. We had more capital needs in FY17 than in FY16 and all of them were approved.
Endowment Revenue from: All Other Sources	Big gains in the stock market during FY17 led to large growth in our investment accounts, interest/dividends and realized gains.
Total Endowment Revenue	Big gains in the stock market during FY17 resulted in large growth in our investment accounts, including the endowment account.
Total Revenue from: State Government	First 5 California increased its spots from \$19k in FY16 to \$68k in FY17. California Lottery ran \$10k in spots for the first time (related to education).
Total Revenue from: All Other Sources	Big gains in the stock market during FY17 led to large growth in our investment accounts, interest/dividends and realized gains.
Total Revenue from: Foundations	Production support for Season 1 Inside California Education came from a 501(c)3, NationalTeacher.org

3.1 Station Expenses (Excluding Depreciation)

Jump to question: [3.1](#) ▼

	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)	1.00	\$ 205,436	\$ 33,146	\$ 33,097	-----	\$ 271,679
Finance and HR	4.62	\$ 316,905	\$ 15,493	\$ 72,104	-----	\$ 404,502
Administrative Support	5.09	\$ 219,445	\$ 10,293	\$ 51,675	-----	\$ 281,413
Total Corporate Management & Support	10.71	\$ 741,786	\$ 58,932	\$ 156,876	\$ 1,259,891	\$ 2,217,485
Development						
Membership - Pledge/On-Air	2.90	\$ 179,443	\$ 3,002	\$ 38,851	\$ 578,361	\$ 799,657
Membership - Direct Mail	0.21	\$ 19,019	\$ 757	\$ 4,415	\$ 359,257	\$ 383,448
Membership - Telemarketing	0.10	\$ 9,296	\$ 375	\$ 2,154	\$ 40,469	\$ 52,294
Membership - Web/Online Fundraising	0.51	\$ 26,336	\$ 575	\$ 6,437	\$ 0	\$ 33,348
Membership - All Other	3.05	\$ 133,684	\$ 5,062	\$ 40,546	\$ 284,358	\$ 463,650
Major Giving	1.40	\$ 92,121	\$ 3,363	\$ 22,677	\$ 57,626	\$ 175,787

Planned Giving	0.45	\$ 28,718	\$ 957	\$ 6,841	\$ 1,263	\$ 37,779
Capital Campaigns	0.25	\$ 31,803	\$ 2,250	\$ 5,303	\$ 162,907	\$ 202,263
Endowment Campaigns		\$ 0	\$ 0	\$ 0	\$	\$ 0
Grant Solicitation (Competitive)	0.44	\$ 22,568	\$ 650	\$ 5,588	\$ 340	\$ 29,146
Total Development	9.31	\$ 542,988	\$ 16,991	\$ 132,812	\$ 1,484,581	\$ 2,177,372
Auction						
Auction	1.72	\$ 100,334	\$ 2,262	\$ 22,080	\$ 41,105	\$ 165,781
Underwriting						
National Production Underwriting	0.16	\$ 16,748	\$ 1,868	\$ 3,989	-----	\$ 22,605
Local Production Underwriting	0.75	\$ 64,074	\$ 16,150	\$ 16,180	-----	\$ 96,404
Spot/Run of Schedule Underwriting	2.16	\$ 95,838	\$ 58,147	\$ 33,036	-----	\$ 187,021
Educational Services Underwriting	0.11	\$ 4,823	\$ 800	\$ 1,354	-----	\$ 6,977
Community Engagement Underwriting	0.36	\$ 28,110	\$ 2,119	\$ 5,482	-----	\$ 35,711
Special Event & Other Underwriting	0.39	\$ 18,565	\$ 8,209	\$ 5,839	-----	\$ 32,613
Total Underwriting	3.93	\$ 228,158	\$ 87,293	\$ 65,880	\$ 85,946	\$ 467,277
Programming						
Program Acquisition	0.05	\$ 5,427	\$ 450	\$ 1,257	\$ 2,053,861	\$ 2,060,995
Program Scheduling	2.00	\$ 80,230	\$ 2,126	\$ 23,204	\$ 144,688	\$ 250,248
Total Programming	2.05	\$ 85,657	\$ 2,576	\$ 24,461	\$ 2,198,549	\$ 2,311,243
Production						
National Broadcast Production	0.35	\$ 24,563	\$ 716	\$ 5,317	\$ 10,846	\$ 41,442
Local Broadcast Production	9.72	\$ 592,302	\$ 17,644	\$ 135,237	\$ 137,290	\$ 882,473
Contract Production & Services	0.72	\$ 41,269	\$ 1,080	\$ 8,893	\$ 28,331	\$ 79,573
Non Broadcast Production (including Fixed Point to Point, Web, etc.)	1.57	\$ 96,970	\$ 2,641	\$ 22,570	\$ 0	\$ 122,181
Total Production	12.36	\$ 755,104	\$ 22,081	\$ 172,017	\$ 176,467	\$ 1,125,669
Content Distribution & Delivery (CD&D)						
Transmission/Distribution	0.30	\$ 24,616	\$ 1,308	\$ 5,082	-----	\$ 31,006
Operations (Master Control)	3.30	\$ 182,380	\$ 3,699	\$ 42,606	-----	\$ 228,685
Technical Maintenance	1.25	\$ 81,816	\$ 6,182	\$ 18,974	-----	\$ 106,972
Production Support	0.05	\$ 3,786	\$ 202	\$ 2,449	-----	\$ 6,437
Information Technology	1.67	\$ 92,251	\$ 1,654	\$ 15,032	-----	\$ 108,937
Total CD&D	6.57	\$ 384,849	\$ 13,045	\$ 84,143	\$ 607,627	\$ 1,089,664
Educational Services and Community Engagement						
Educational Services	0.37	\$ 19,239	\$ 308	\$ 2,502	\$ 39,674	\$ 61,723
Community Engagement	0.17	\$ 10,567	\$ 150	\$ 1,665	\$ 187	\$ 12,569
Total Educational Services and Community Engagement	0.54	\$ 29,806	\$ 458	\$ 4,167	\$ 39,861	\$ 74,292
Marketing/ CRM						
Marketing, PR & Communications	2.63	\$ 148,321	\$ 4,632	\$ 32,161	\$ 222,494	\$ 407,608
Program Guide	0.67	\$ 32,529	\$ 763	\$ 7,611	\$ 146,180	\$ 187,083

Viewer & Member Services	3.14	\$ 128,839	\$ 3,525	\$ 33,162	\$ 0	\$ 165,526
Special Events	1.73	\$ 97,599	\$ 3,205	\$ 22,390	\$ 35,778	\$ 158,972
Total Customer/Relationship Management	8.17	\$ 407,288	\$ 12,125	\$ 95,324	\$ 404,452	\$ 919,189
Other Activities & Services						
Other Activities & Services	0.01	\$ 16	\$ 13	\$ 18	\$ 13,476	\$ 13,523
Total Station Expenses (Excluding Depreciation)	55.37	\$ 3,275,986	\$ 215,776	\$ 757,778	\$ 6,311,955	\$ 10,561,495

3.2 Other Activities & Services

Jump to question: [3.2](#)

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

Retail store and loss on disposal of fixed assets. p.s. The numbers in the first 4 columns (FTE/payroll-related) are to compensate for rounding errors.

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

Jump to question: [3.3](#)

	Full Time Equivalents (FTEs)
Corporate Management & Support	0.70
Development	0.39
Auction	
Underwriting	
Programming	
Production	0.11
CD&D	
Educational Services	
Community Engagement	
Customer/Relationship Management	0.42
Other Activities & Services	
Total Student/Intern FTEs	1.62

3.4 In-Kind Expense Detail

Jump to question: [3.4](#)

	In-Kind Expenses \$
Corporate Management & Support	\$ 6,008
Development	\$ 68,733
Auction	\$ 15,372
Underwriting	\$ 80,716
Programming	\$
Production	\$
CD&D	\$ 360,000
Educational Services	\$
Community Engagement	\$
Customer/Relationship Management	\$ 177,386
Other Activities & Services	\$ 7,117
Total Station In-Kind Expenses	\$ 715,332

3.5 Indirect Support Expense Detail

Jump to question: [3.5](#)

	Indirect Expenses \$
Indirect Support - Occupancy	\$
Indirect Support - Analog Transmitter Power	\$
Indirect Support - Digital Transmitter Power	\$

Indirect Support - All Other Expenses	\$ <input type="text" value=""/>
Total Station Indirect Support	\$ <input type="text" value="0"/>
Total Station In-Kind Plus Indirect (Including Occupancy) Expenses	\$ <input type="text" value="715,332"/>

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="107,788"/>	\$ <input type="text" value="294,747"/>	\$ <input type="text" value="0"/>
Administrative and General Office Equipment	\$ <input type="text" value="14,953"/>	\$ <input type="text" value="10,968"/>	\$ <input type="text" value="0"/>
Production Equipment	\$ <input type="text" value="236,941"/>	\$ <input type="text" value="324,688"/>	\$ <input type="text" value="0"/>
CD&D and IT Equipment	\$ <input type="text" value="207,781"/>	\$ <input type="text" value="570,626"/>	\$ <input type="text" value=""/>
Production Content (Capitalization and Amortization of Shows/Content)	\$ <input type="text" value=""/>	\$ <input type="text" value=""/>	\$ <input type="text" value=""/>
Other Capital Expenditures	\$ <input type="text" value="130,811"/>	\$ <input type="text" value="19,993"/>	\$ <input type="text" value="0"/>
Total	\$ <input type="text" value="698,274"/>	\$ <input type="text" value="1,221,022"/>	\$ <input type="text" value="0"/>
Total Station Expenses (Including Depreciation)	<input type="text" value="-----"/>	\$ <input type="text" value="11,782,517"/>	<input type="text" value="-----"/>

Comments

Question	Comment
Benefits & Accruals: Other Activities & Services	rounding in FTE upload
Bonus/Incentive Comp.: Other Activities & Services	rounding in FTE upload
FTE's: Other Activities & Services	Rounding error between FTE spreadsheet and actual expenses.
Salary: Other Activities & Services	rounding in FTE upload

4.1 Corporate Management & Support Expense Detail

Jump to question: [4.1](#) ▼

Do Not Allocate These Expenses to Other Functional Areas

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

Rent/Lease/Mortgage (excluding tower lease payments)	\$ <input type="text" value="261,948"/>
Telecommunications and Utilities (excluding Transmitter Power)	\$ <input type="text" value="269,535"/>
Consulting, Contracted & Outsourced Personnel and Services Fees	\$ <input type="text" value="33,281"/>
Legal Fees	\$ <input type="text" value="66,184"/>
Accounting/Payroll Fees	\$ <input type="text" value="76,417"/>
Governance and Advisory Board Expenses	\$ <input type="text" value="0"/>
Insurance - Property, Liability & Other Corporate (Non-Employee Benefits)	\$ <input type="text" value="135,142"/>
Facilities Maintenance	\$ <input type="text" value="220,210"/>
Professional Development/Training (For All Staff)	\$ <input type="text" value="16,912"/>
Indirect Support including Occupancy (Excluding Indirect Transmitter Power)	\$ <input type="text" value=""/>
Interest Expense	\$ <input type="text" value="1,835"/>
All Other Corporate Management & Support	\$ <input type="text" value="178,427"/>
Total Corporate Management & Support	\$ <input type="text" value="1,259,891"/>

4.2 Station Volunteers

Jump to question: [4.2](#) ▼

of Volunteer event days

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

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	\$ <input type="text" value="504,296"/>	\$ <input type="text" value="250,582"/>	\$ <input type="text" value="271,870"/>	\$ <input type="text" value="340,198"/>	\$ <input type="text" value="1,366,946"/>
Direct Mail	\$ <input type="text" value="49,624"/>	\$ <input type="text" value="1,093,227"/>	\$ <input type="text" value="268,452"/>	\$ <input type="text" value="609,450"/>	\$ <input type="text" value="2,020,753"/>

Telemarketing	\$ 190	\$ 39,920	\$ 52,109	\$ 133,480	\$ 225,699
Web/Online	\$ 47,070	\$ 141,824	\$ 52,329	\$ 48,523	\$ 289,746
Other Membership Programs	\$ 127,706	\$ 2,083,551	\$ 64,288	\$ 73,264	\$ 2,348,809
Total	\$ 728,886	\$ 3,609,104	\$ 709,048	\$ 1,204,915	\$ 6,251,953

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

Jump to question: [5.2](#) ▼

	New (#)	Renewal (#)	Re-join (#)	Total	Add-Gift (#)
Pledge/On Air	3,635	1,396	1,761	6,792	2,887
Direct Mail	1,399	17,795	3,049	22,243	12,128
Telemarketing	7	604	1,098	1,709	2,209
Web/Online	1,067	1,488	616	3,171	803
Other Membership Programs	1,012	14,230	426	15,668	4,177
Total	7,120	35,513	6,950	49,583	22,204

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	49,583	71,787	\$ 6,251,953
\$1,000 to \$9,999	292	399	\$ 310,060
\$10,000 and above	8	15	\$ 162,000
Total	49,883	72,201	\$ 6,724,013

5.4 Gift Type Detail

Jump to question: [5.4](#) ▼

	Total
Matching Gifts (\$ Amount)	\$ 7,997
Sustainer Gifts (# of Donors)	14,230

5.5 Planned Giving Revenue Detail

Jump to question: [5.5](#) ▼

	Realized in FY (#)	Realized in FY (\$)
Total amount of Planned Giving	12	\$ 836,020
Total	12	\$ 836,020

5.6 Endowment Fund Detail

Jump to question: [5.6](#) ▼

	Endowment Fund (\$)
Value of Fund at start of Fiscal Year?	\$ 527,458
New Endowment Contributions	\$ 3,000
Realized Investment Gains	\$ 75,996
Unrealized Investment Gains (Losses)	\$ -9,878
Discretionary spending from the Endowment Fund	\$ -29,790
Discretionary additions to the Endowment Fund	\$ 0
Value of Fund at end of Fiscal Year?	\$ 566,786
Value of pledged gifts not yet received?	\$ 0

5.7 Development Expenses

Jump to question: [5.7](#) ▼

	Direct & In-Kind Expenses (\$)
Premiums' Total	\$ 436,514
Consulting, Contracted & Outsourced Personnel and Services Fees	\$ 300,186
Other Expenses	\$ 747,881
Total	\$ 1,484,581

5.8 Pledge Appeal Minutes

Jump to question: [5.8](#) ▼

of Minutes

Live	564.00
Virtuals/Pledge Events	41,346.00
Pre-Taped Local Breaks	
Air-Checks	8,940.00
Total	50,850.00
# of total Pledge Appeal Minutes between 11PM and 6AM?	28,557.00

Comments

Question	Comment
Membership Expenses: Other Expenses	Other expenses include software support, direct mail for campaigns, printing/postage for direct mail and the total for just those items is \$517k. Software licenses and support for donor research is very expensive. Our "other" expense is actually lower than 2016 because the cost of membership direct mail is going down due to our success growing sustainer memberships.

6.1 Underwriting Revenue Detail

Jump to question: [6.1](#) ▼

	Revenue (\$)
National Production Underwriting	\$ 67,000
Local Production Underwriting	\$ 554,506
Spot/Run of Schedule Underwriting	\$ 794,196
Educational Services Underwriting	\$ 0
Community Engagement Underwriting	\$
Special Events/Other Underwriting	\$ 89,758
Total	\$ 1,505,460

6.2 Production Underwriter Detail (National and Local Production Underwriting)

Jump to question: [6.2](#) ▼

	Total # of Underwriters	Revenue (\$)
Individuals	0	\$ 0
Businesses (For Profit Entities)	6	\$ 94,156
Foundations (Not For Profit Entities)	9	\$ 524,350
Government (Federal, State and Local and Other Gov't)	3	\$ 3,000
All Other (CPB, PBS, NPR, Other Public Broadcasting Stations & Entities, Colleges & Universities, and All Other)	0	\$ 0
Total	18	\$ 621,506

6.3 Spot/Run of Schedule Underwriter Detail

Jump to question: [6.3](#) ▼

	Total # of Underwriters	Revenue (\$)
Individuals	26	\$ 380,496
Businesses (For Profit Entities)	14	\$ 140,330
Foundations (Not For Profit Entities)	4	\$ 128,370
Government (Federal, State and Local and Other Gov't)	2	\$ 145,000
All Other (CPB, PBS, NPR, Other Public Broadcasting Stations & Entities, Colleges & Universities, and All Other)	0	\$ 0
Total	46	\$ 794,196

6.4 Underwriting Detail - Expenses

Jump to question: [6.4](#) ▼

	Direct & In-Kind Expenses (\$)
Consulting, Contracted & Outsourced Personnel and Services Fees	\$ 63,779
Other Expenses	\$ 22,167
Total	\$ 85,946

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)?	92
Underwriter Renewal Rate? (%)	% 73.50

Comments

Question	Comment
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Question **Comment**

Total Production Underwriting Revenue (\$): Foundations Received almost \$350,000 in production support related to the first season of Inside California Education. At the same time, there was a reduction in the amount of support for America's Heartland as the FY17 season was a "best of" and no new content was generated.

Total Production Underwriting Revenue (\$) Production support for Season 1 of Inside California Education.

7.1 Auction Detail - Revenue

Jump to question: ▼

Gross Realized Revenue (\$)

Auction Total \$

Total \$

7.2 Auction Detail - Expenses

Jump to question: ▼

Direct & In-Kind Expenses (\$)

Cost of purchased items to auction \$

Consulting, Contracted & Outsourced Personnel and Services Fees \$

Other Expenses \$

Total \$

7.3 Number of Auctions

Jump to question: ▼

Number of Auctions **Number of Auction Days per Year**

TV broadcast auction (may include an online component)

Online only auction

Total

Comments

Question **Comment**

No Comments for this section

8.1 Program Acquisition Expenses

Jump to question: ▼

	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="4,468.00"/>	<input type="text" value="10,978.00"/>
PBS Programs - PFP	<input type="text" value="-----"/>	<input type="text" value="885.00"/>	<input type="text" value="649.00"/>
PBS Programs - PBS Plus & Other	<input type="text" value="-----"/>	<input type="text" value="551.00"/>	<input type="text" value="1,229.00"/>
PBS Programs - Total	\$ <input type="text" value="1,943,906"/>	<input type="text" value="5,904.00"/>	<input type="text" value="12,856.00"/>
NETA	\$ <input type="text" value="5,611"/>	<input type="text" value="242.00"/>	<input type="text" value="1,631.00"/>
BBC	\$ <input type="text" value="9,045"/>	<input type="text" value="85.00"/>	<input type="text" value="22.00"/>
APT	\$ <input type="text" value="67,444"/>	<input type="text" value="907.50"/>	<input type="text" value="2,905.00"/>
Movie Packages (Other Distributors)	\$ <input type="text" value="0"/>	<input type="text" value=""/>	<input type="text" value=""/>
All Other Program Acquisitions (Other Distributors)	\$ <input type="text" value="27,855"/>	<input type="text" value="868.50"/>	<input type="text" value="2,664.00"/>
Local Productions	<input type="text" value="-----"/>	<input type="text" value="208.00"/>	<input type="text" value="194.00"/>
Total	\$ <input type="text" value="2,053,861"/>	<input type="text" value="8,215.00"/>	<input type="text" value="20,272.00"/>

8.2 Program Acquisition & Scheduling Expenses

Jump to question: ▼

Direct & In-Kind Expenses (\$)

Program Acquisitions \$

Consulting, Contracted & Outsourced Personnel and Services Fees \$

Other Expenses \$

Total \$

8.3 PBS Program Differentiation

Jump to question: ▼

Are you a PBS PDP Station? ▼

8.4 Ratings Data and Market Data

Jump to question: [8.4](#) ▼

2016	
Total Area Population Households (#)	1,556,000
Estimated Total Commercial TV Ad Revenue (\$)	190,500,000

Comments

Question	Comment
Nielsen Prime-Time Average Quarter Hour Households	NielsonDataPrepopulated 44025
Nielsen Full Day Average Cumulative Households: Weekly (#)	NielsonDataPrepopulated 44030
Nielsen Quarter Hour Average Cumulative Households: Daily (#)	NielsonDataPrepopulated 44035
Total Area Population Households (#)	NielsonDataPrepopulated 44045
Estimated Total Commercial TV Ad Revenue (\$)	NielsonDataPrepopulated 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	\$ 10,065	\$ 99,662	\$ 0
Other Expenses	\$ 781	\$ 37,628	\$
Total Production Services Expenses	\$ 10,846	\$ 137,290	\$ 0

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	1.00		
Informational call-in broadcast			
News			
Public Affairs		12.50	
Arts and Culture		11.00	
Sports Programming			
Pledge Programs, Pledge Breaks & Auction	1.50	63.50	
Educational		6.50	
All Other Productions	10.00	5.00	
Total Number of Hours	12.50	98.50	
Total Hours using Closed-Captioning	12.50	75.50	
Total Hours using the SAP Channel			

Comments

Question	Comment
Local Broadcast Production Expenses: Contracted Services, Personnel and Equipment Rental	Season 1 of Inside California Education is the reason for the increase.
Local Broadcast Production Expenses: Other	Season 1 of Inside California Education is the reason for the increase.
Local Broadcast Production Expenses: Total	Season 1 of Inside California Education aired in FY17 and that is an in-house program, new content.
National Broadcast Production Expenses: Contracted Services, Personnel and Equipment Rental	America's Heartland was a "best of" season so there wasn't much additional production costs to put it together.
National Broadcast Production Expenses: Other	America's Heartland was a "best of" season so there wasn't much additional expense to put it together. No new content creation for that show.
National Broadcast Production Expenses: Total	America's Heartland in FY17 was a "best of" season, there was no new content generated, and it didn't cost a lot to put it together.

10.1 Revenue Generated by Content Distribution & Delivery Activities

Jump to question: [10.1](#) ▼

	Revenue (\$)
Tower Lease	\$

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" value="360,573"/>
Total	\$ <input type="text" value="360,573"/>

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="14,934"/>
CD&D and IT Equipment, Replacement Parts and Software (Non-Capital)	\$ <input type="text" value="49,678"/>
Technical, Software and Hardware Support (All CD&D and IT Maintenance Agreements and Support Costs)	\$ <input type="text" value="90,015"/>
STL Fees	\$ <input type="text" value="0"/>
Tower Rent/Lease/Mortgage	\$ <input type="text" value="360,001"/>
ITFS/Alternative Transmission Services	\$ <input type="text" value="0"/>
Uplink/Teleconferencing Services	\$ <input type="text" value="0"/>
Datacasting	\$ <input type="text" value="0"/>
Network/Internet Connectivity	\$ <input type="text" value="4,998"/>
Digital Transmitter Power (Direct Expense)	\$ <input type="text" value="75,900"/>
Analog Transmitter Power (Direct Expense)	\$ <input type="text" value="0"/>
Indirect Support - Analog and Digital Transmitter Power	\$ <input type="text"/>
Interconnection Expenses	\$ <input type="text"/>
Other Expenses	\$ <input type="text" value="12,101"/>
Total	\$ <input type="text" value="607,627"/>

10.3 Broadcast Capacity

Jump to question: ▼

	# Operated	Average # of Hours per Day Operated
UHF Transmitters - Digital	<input type="text"/>	<input type="text"/>
VHF Transmitters - Digital	<input type="text" value="1"/>	<input type="text" value="24.00"/>
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"/>	<input type="text"/>

10.4 Master Control Facilities

Jump to question: ▼

	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"/>

10.5 DTV Expenditures

Jump to question: ▼

	Amount (\$)
Capital Expenditures for DTV Production Equipment	\$ <input type="text"/>
Capital Expenditures for DTV Tower Related Equipment	\$ <input type="text"/>
Capital Expenditures for DTV Master Control Equipment	\$ <input type="text"/>
Capital Expenditures for DTV Transmission Equipment	\$ <input type="text"/>
Capital Expenditures for DTV Other Equipment	\$ <input type="text"/>
Non-Capital, Non-Personnel Expenses for DTV	\$ <input type="text"/>

Total \$

10.6 DTV Expenditures - Cumulative

Jump to question: ▼

Amount (\$)

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

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

Comments

Question	Comment
CD&D Expenses: Analog Transmitter Power (Direct Expense)	KVIE ceased analog transmissions July 12, 2009

11.1 Educational Services Revenue

Jump to question: ▼

Revenue (\$)

Federal Grants \$

State Government Grants \$

Fee-For-Service or Entrepreneurial Services \$

Underwriting for Educational Services \$

Other Revenue Generated by Educational Services \$

Total \$

11.2 Educational Services Expenses

Jump to question: ▼

Direct & In-Kind Expenses (\$)

Consulting, Contracted & Outsourced Personnel and Services Fees \$

Other Expenses \$

Total \$

11.3 Educational Content Detail

Jump to question: ▼

Direct & In-Kind Expenses (\$)

Create Local Educational Content for Broadcast \$

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

Create National Educational Content for Broadcast \$

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

Program Acquisition \$

Total \$

11.4 Educational Content Delivery

Jump to question: ▼

	# of Hours of Educational Programming Aired on Main Broadcast Channel (1 Stream)	# of Hours of Educational Programming Aired on All Other Broadcast Channels	# of Hours of Educational Non-Broadcast Delivery (includes Fixed Point to Point, Web, etc.)
PBS Kids	<input type="text" value="1,976.00"/>	<input type="text" value="4,870.00"/>	<input type="text"/>
K-12 Instructional TV	<input type="text"/>	<input type="text"/>	<input type="text" value="634.00"/>
GED, Workplace Essential Skills and Adult Literacy on TV - English	<input type="text"/>	<input type="text"/>	<input type="text"/>
GED, Workplace Essential Skills and Adult Literacy on TV - Other than English	<input type="text"/>	<input type="text"/>	<input type="text"/>
Annenberg Teacher Channel	<input type="text"/>	<input type="text"/>	<input type="text"/>
Other	<input type="text"/>	<input type="text"/>	<input type="text"/>
Total	<input type="text" value="1,976.00"/>	<input type="text" value="4,870.00"/>	<input type="text" value="634.00"/>

11.5 Educational Workshops

Jump to question: ▼

	# of Workshops	Total # of Attendees
Ready to Learn	<input type="text" value="27"/>	<input type="text" value="213"/>

Other Pre-K Teacher Professional Development/Training	<input type="text" value="3"/>	<input type="text" value="8"/>
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="30"/>	<input type="text" value="221"/>

Comments

Question	Comment
No Comments for this section	

12.1 Community Engagement Revenue

Jump to question: ▼

	Revenue (\$)
Grants (Competitive)	\$ <input type="text"/>
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="0"/>

12.2 Community Engagement Expenses

Jump to question: ▼

	Direct & In-Kind Expenses (\$)
Consulting, Contracted & Outsourced Personnel and Services Fees	\$ <input type="text"/>
Other Expenses	\$ <input type="text" value="187"/>
Total	\$ <input type="text" value="187"/>

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: ▼

	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="10.71"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Development	<input type="text" value="9.31"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Auction	<input type="text" value="1.72"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Underwriting	<input type="text" value="3.93"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Programming	<input type="text" value="2.05"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Production	<input type="text" value="12.36"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
CD&D	<input type="text" value="6.57"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Educational Services and Community Engagement	<input type="text" value="0.54"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Customer/Relationship Management	<input type="text" value="8.17"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Other Activities & Services	<input type="text" value="0.01"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Total Station FTEs	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

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

Jump to question: ▼

	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="957594.00"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>
Development	\$ <input type="text" value="692791.00"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>
Auction	\$ <input type="text" value="124676.00"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>	\$ <input type="text"/>

Underwriting	\$ 381331.00	\$	\$	\$	\$	\$
Programming	\$ 112694.00	\$	\$	\$	\$	\$
Production	\$ 949202.00	\$	\$	\$	\$	\$
CD&D	\$ 482037.00	\$	\$	\$	\$	\$
Educational Services and Community Engagement	\$ 34431.00	\$	\$	\$	\$	\$
Customer/Relationship Management	\$ 514737.00	\$	\$	\$	\$	\$
Other Activities & Services	\$ 47.00	\$	\$	\$	\$	\$
Total Station Personnel Expenses	\$	\$	\$	\$	\$	\$

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	\$ 14,052,524	\$	\$	\$	\$	\$
Direct Expenses	\$ 5596623.00	\$	\$	\$	\$	\$
In-Kind Expenses	\$ 715,332	\$	\$	\$	\$	\$
Indirect Expenses	\$ 0	\$	\$	\$	\$	\$
Total Station Personnel Expenses	\$	\$	\$	\$	\$	\$
Depreciation	\$ 1,221,022	\$	\$	\$	\$	\$
Total Station Expenses (Including Depreciation)	\$	\$	\$	\$	\$	\$
Comments						
Question		Comment				