

## Grantee Information

<b>ID</b>	1716
<b>Grantee Name</b>	KVIE-TV
<b>City</b>	Sacramento
<b>State</b>	CA
<b>Licensee Type</b>	Community

### 1.1 Statement of Financial Position (Balance Sheet)

Jump to question: [1.1](#) ▼

	End of Previous FY	End of Current FY
<b>Assets</b>		
Cash and Cash Equivalents	\$ 1,760,976	\$ 2,064,672
All Other Current Assets	\$ 594,555	\$ 584,593
All Non-Current Assets	\$ 15,063,777	\$ 16,874,818
<b>Total Assets</b>	\$ 17,419,308	\$ 19,524,083
<b>Liabilities</b>		
All Current Liabilities	\$ 966,557	\$ 1,252,239
All Non-Current Liabilities	\$ 4,022,348	\$ 3,910,394
<b>Total Liabilities</b>	\$ 4,988,905	\$ 5,162,633
<b>Net Assets</b>		
Invested in Capital Assets (Net of Related Debt)	\$ 0	\$ 0
Other Restricted Net Assets	\$ 418,273	\$ 408,273
Unrestricted Net Assets	\$ 12,012,130	\$ 13,953,177
<b>Total Net Assets</b>	\$ 12,430,403	\$ 14,361,450
<b>Balance Formula (TA - (TL+TNA))</b>	\$ 0	\$ 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? N/A

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

Jump to question: [1.2](#) ▼

Licensee Type (For Joint Licensees Only) N/A

#### Comments

Question	Comment
No Comments for this section	

### 2.1 Total Station Revenue

Jump to question: [2.1](#) ▼

	Total (\$)
<b>Passive Revenue</b>	
Royalties	\$ 31,303
Copyright Tribunal Distributions	\$ 11,422
Gains on Sale of Assets - Property and Equipment	\$ 0
Interest and Dividends: Non-Endowment	\$ 114,578
Interest and Dividends: Endowment	\$ 10,939
Realized Gains (Losses) on Marketable Securities Transactions: Non-Endowment	\$ 5,180
Realized Gains (Losses) on Marketable Securities Transactions: Endowment	\$ 5,164
Unrealized Gains (Losses) on Marketable Securities Transactions: Non-Endowment	\$ 274,467

Unrealized Gains (Losses) on Marketable Securities Transactions: Endowment	\$ 39,983
<b>Total Passive Revenue</b>	<b>\$ 493,036</b>
<b>Non-Passive Revenue</b>	
CPB CSG	\$ 1,584,009
Membership (Contributions < \$1,000)	\$ 6,690,279
Major Giving (Contributions >= \$1,000)	\$ 580,851
Planned Giving (Realized)	\$ 388,456
Capital	\$ 539,083
Endowment	\$ 0
Grant Solicitation (Competitive)	\$ 236,933
Production Underwriting	\$ 813,676
Spot/Run of Schedule Underwriting	\$ 862,858
All Other Underwriting	\$ 144,498
Contract Production & Services	\$ 38,095
Content Distribution Activities	\$ 360,422
Program Guide	\$ 89,873
Auction	\$ 179,017
Subsidiaries	\$ 0
State Government Appropriation (Unrestricted)	\$ 0
All Other	\$ 1,078,139
<b>Total Non-Passive Revenue</b>	<b>\$ 13,586,189</b>
<b>Total Station Revenue</b>	<b>\$ 14,079,225</b>

## 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	\$ 0	\$ 11,497	\$ 11,497
State Government	\$	\$	\$	\$	\$ 287,561	\$ 287,561
Local and All Other Government	\$	\$	\$ 539,083	\$ 0	\$ 259,772	\$ 798,855
CPB	\$	-----	\$	\$	\$ 1,584,009	\$ 1,584,009
PBS	\$	-----	\$	\$	\$ 11,422	\$ 11,422
NPR	\$	-----	\$	\$	\$	\$ 0
Public Broadcasting Stations	\$ 54,300	-----	\$	\$	\$	\$ 54,300
Individuals	\$	-----	\$	\$ 0	\$ 7,603,930	\$ 7,603,930
Businesses (For Profit Entities)	\$ 672,616	-----	\$	\$	\$ 999,803	\$ 1,672,419
Foundations (Not For Profit Entities)	\$ 39,722	-----	\$	\$	\$ 812,217	\$ 851,939
State and State Supported Colleges and Universities	\$ 10,000	\$	\$	\$	\$ 7,425	\$ 17,425
Private Colleges and Universities	\$	\$	\$	\$	\$ 373,011	\$ 373,011
All Other Sources	\$	-----	\$ 331,243	\$ 56,086	\$ 425,528	\$ 812,857

<b>Total Station Revenue</b>	\$ 776,638	\$ 0	\$ 870,326	\$ 56,086	\$ 12,376,175	\$ 14,079,225
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Comments

Question	Comment
Total Passive Revenue	Gains in the stock market AND growth on the new deposits we made.
All Other Revenue from: State Government	The CA Lottery funding for Season 2 of Inside California Education was \$245k in FY18.
All Other Revenue from: Businesses	Picked up \$125k sponsor (Kaiser) for Season 2 Inside California Education. Received contribution of \$45k from CTS.
All Other Revenue from: State and State Supported Colleges and Universities	UC Davis University (state school) versus UC Davis Health (non-profit)
Capital Revenue from: All Other Sources	This is from A.18 on the AFR. We allocated a percentage of all 2020 Campaign dollars to specific capital projects we intend to fund with campaign dollars.
Total Capital Revenue	This is \$539k from Sac Metro Cable TV Commission grant and every year the award varies based on our specific requests. PLUS, the capital allocation of 2020 Campaign contributions. (AFR A.18)
Total Revenue from: State Government	The CA Lottery funding for Season 2 of Inside CA Education was \$245k for FY18.
Total Revenue from: All Other Sources	Allocation of restricted capital related to the 2020 Campaign. (AFR A.18)
Total Revenue from: Businesses	Picked up \$125k sponsor (Kaiser) for Season 2 Inside California Education. Received contribution of \$45k from CTS.
Total Revenue from: State and State Supported Colleges and Universities	UC Davis University (state school) versus UC Davis Health (non-profit)

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
<b>Corporate Management &amp; Support</b>						
General Management (CEO, COO, General Counsel, etc. - Do Not Allocate any time from these individuals)	1.00	\$ 231,000	\$ 35,000	\$ 28,766	-----	\$ 294,766
Finance and HR	4.65	\$ 325,007	\$ 23,500	\$ 66,796	-----	\$ 415,303
Administrative Support	5.34	\$ 201,443	\$ 4,450	\$ 46,053	-----	\$ 251,946
<b>Total Corporate Management &amp; Support</b>	<b>10.99</b>	<b>\$ 757,450</b>	<b>\$ 62,950</b>	<b>\$ 141,615</b>	<b>\$ 1,300,778</b>	<b>\$ 2,262,793</b>
<b>Development</b>						
Membership - Pledge/On-Air	3.63	\$ 188,771	\$ 5,540	\$ 42,501	\$ 555,164	\$ 791,976
Membership - Direct Mail	0.24	\$ 20,612	\$ 1,000	\$ 4,574	\$ 439,245	\$ 465,431
Membership - Telemarketing		\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
Membership - Web/Online Fundraising	0.44	\$ 26,257	\$ 950	\$ 6,017	\$ 0	\$ 33,224
Membership - All Other	3.39	\$ 140,133	\$ 2,012	\$ 44,254	\$ 364,040	\$ 550,439
Major Giving	1.67	\$ 107,761	\$ 5,160	\$ 25,132	\$ 74,607	\$ 212,660
Planned Giving	0.50	\$ 31,887	\$ 1,480	\$ 7,529	\$ 366	\$ 41,262
Capital Campaigns	0.25	\$ 32,416	\$ 3,000	\$ 5,529	\$ 10,055	\$ 51,000
Endowment Campaigns		\$ 0	\$ 0	\$ 0	\$ 0	\$ 0
Grant Solicitation (Competitive)	0.26	\$ 16,296	\$ 825	\$ 3,611	\$ 988	\$ 21,720
<b>Total Development</b>	<b>10.38</b>	<b>\$ 564,133</b>	<b>\$ 19,967</b>	<b>\$ 139,147</b>	<b>\$ 1,444,465</b>	<b>\$ 2,167,712</b>
<b>Auction</b>						
Auction	1.98	\$ 106,802	\$ 2,510	\$ 23,026	\$ 56,117	\$ 188,455
<b>Underwriting</b>						
National Production Underwriting	0.16	\$ 17,333	\$ 2,610	\$ 4,567	-----	\$ 24,510
Local Production Underwriting	0.98	\$ 73,603	\$ 20,707	\$ 18,553	-----	\$ 112,863

Spot/Run of Schedule Underwriting	2.19	\$ 92,617	\$ 76,603	\$ 36,079	-----	\$ 205,299
Educational Services Underwriting	0.12	\$ 4,661	\$ 1,060	\$ 1,355	-----	\$ 7,076
Community Engagement Underwriting	0.37	\$ 27,075	\$ 2,685	\$ 5,397	-----	\$ 35,157
Special Event & Other Underwriting	0.40	\$ 18,119	\$ 10,879	\$ 6,266	-----	\$ 35,264
<b>Total Underwriting</b>	<b>4.22</b>	<b>\$ 233,408</b>	<b>\$ 114,544</b>	<b>\$ 72,217</b>	<b>\$ 101,447</b>	<b>\$ 521,616</b>
<b>Programming</b>						
Program Acquisition	0.10	\$ 11,257	\$ 1,200	\$ 2,863	\$ 2,113,278	\$ 2,128,598
Program Scheduling	1.12	\$ 65,707	\$ 1,692	\$ 16,340	\$ 195,366	\$ 279,105
<b>Total Programming</b>	<b>1.22</b>	<b>\$ 76,964</b>	<b>\$ 2,892</b>	<b>\$ 19,203</b>	<b>\$ 2,308,644</b>	<b>\$ 2,407,703</b>
<b>Production</b>						
National Broadcast Production	0.14	\$ 11,651	\$ 680	\$ 2,886	\$ 15,085	\$ 30,302
Local Broadcast Production	10.25	\$ 639,361	\$ 13,032	\$ 141,746	\$ 156,017	\$ 950,156
Contract Production & Services	0.58	\$ 35,650	\$ 1,335	\$ 7,384	\$ 12,815	\$ 57,184
Non Broadcast Production (including Fixed Point to Point, Web, etc.)	1.82	\$ 111,221	\$ 2,065	\$ 24,004	\$ 0	\$ 137,290
<b>Total Production</b>	<b>12.79</b>	<b>\$ 797,883</b>	<b>\$ 17,112</b>	<b>\$ 176,020</b>	<b>\$ 183,917</b>	<b>\$ 1,174,932</b>
<b>Content Distribution &amp; Delivery (CD&amp;D)</b>						
Transmission/Distribution	0.40	\$ 33,817	\$ 2,705	\$ 6,406	-----	\$ 42,928
Operations (Master Control)	2.78	\$ 151,273	\$ 1,375	\$ 35,789	-----	\$ 188,437
Technical Maintenance	1.35	\$ 102,241	\$ 6,985	\$ 19,716	-----	\$ 128,942
Production Support	0.05	\$ 3,771	\$ 256	\$ 727	-----	\$ 4,754
Information Technology	1.92	\$ 114,530	\$ 2,726	\$ 19,816	-----	\$ 137,072
<b>Total CD&amp;D</b>	<b>6.50</b>	<b>\$ 405,632</b>	<b>\$ 14,047</b>	<b>\$ 82,454</b>	<b>\$ 635,127</b>	<b>\$ 1,137,260</b>
<b>Educational Services and Community Engagement</b>						
Educational Services	0.07	\$ 5,664	\$ 337	\$ 1,046	\$ 0	\$ 7,047
Community Engagement	0.17	\$ 13,648	\$ 275	\$ 2,410	\$ 0	\$ 16,333
<b>Total Educational Services and Community Engagement</b>	<b>0.24</b>	<b>\$ 19,312</b>	<b>\$ 612</b>	<b>\$ 3,456</b>	<b>\$ 0</b>	<b>\$ 23,380</b>
<b>Marketing/ CRM</b>						
Marketing, PR & Communications	2.50	\$ 129,073	\$ 3,825	\$ 27,254	\$ 345,115	\$ 505,267
Program Guide	0.87	\$ 39,724	\$ 675	\$ 8,171	\$ 150,194	\$ 198,764
Viewer & Member Services	3.36	\$ 116,760	\$ 825	\$ 33,871	\$ 0	\$ 151,456
Special Events	1.80	\$ 99,311	\$ 3,582	\$ 20,844	\$ 40,512	\$ 164,249
<b>Total Customer/Relationship Management</b>	<b>8.53</b>	<b>\$ 384,868</b>	<b>\$ 8,907</b>	<b>\$ 90,140</b>	<b>\$ 535,821</b>	<b>\$ 1,019,736</b>
<b>Other Activities &amp; Services</b>						
Other Activities & Services	0.02	\$ 17	\$ 7	\$ 15	\$ 75,691	\$ 75,730
<b>Total Station Expenses (Excluding Depreciation)</b>	<b>56.87</b>	<b>\$ 3,346,469</b>	<b>\$ 243,548</b>	<b>\$ 747,293</b>	<b>\$ 6,642,007</b>	<b>\$ 10,979,317</b>

### 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 sales in KVIE store and loss on disposal of assets.

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

Jump to question: [3.3](#) ▼

	Full Time Equivalents (FTEs)
Corporate Management & Support	0.45
Development	0.12
Auction	
Underwriting	
Programming	
Production	0.03
CD&D	
Educational Services	
Community Engagement	
Customer/Relationship Management	
Other Activities & Services	
<b>Total Student/Intern FTEs</b>	<b>0.60</b>

3.4 In-Kind Expense Detail

Jump to question: [3.4](#) ▼

	In-Kind Expenses \$
Corporate Management & Support	\$ 92,124
Development	\$ 97,725
Auction	\$ 22,869
Underwriting	\$ 0
Programming	\$
Production	\$
CD&D	\$ 360,000
Educational Services	\$
Community Engagement	\$ 0
Customer/Relationship Management	\$ 203,920
Other Activities & Services	\$ 0
<b>Total Station In-Kind Expenses</b>	<b>\$ 776,638</b>

3.5 Indirect Support Expense Detail

Jump to question: [3.5](#) ▼

	Indirect Expenses \$
Indirect Support - Occupancy	\$
Indirect Support-Transmitter Power	\$
Indirect Support - All Other Expenses	\$
<b>Total Station Indirect Support</b>	<b>\$ 0</b>
<b>Total Station In-Kind Plus Indirect (Including Occupancy) Expenses</b>	<b>\$ 776,638</b>

3.6 Capital Expenses and Related Items

Jump to question: [3.6](#) ▼

	Capital Expenses (\$)	Depreciation/ Amortization (\$)	(\$) Funded Depreciation
Land and Buildings	\$ 304,497	\$ 295,147	\$ 0
Administrative and General Office Equipment	\$ 14,568	\$ 10,252	\$ 0
Production Equipment	\$ 175,731	\$ 313,922	\$ 0
CD&D and IT Equipment	\$ 248,479	\$ 526,611	\$ 0
Production Content (Capitalization and Amortization of Shows/Content)	\$ 0	\$	\$
Other Capital Expenditures	\$ 301,356	\$ 22,929	\$ 0

**Total** \$ 1,044,631 \$ 1,168,861 \$ 0

**Total Station Expenses (Including Depreciation)** ----- \$ 12,148,178 -----

**Comments**

Question	Comment
Direct, Indirect & In-Kind Expenses: Other Activities & Services	Includes loss on disposal of STL microwave.
Total Operating Expenses: Other Activities & Services	We had \$74k in loss on disposal of assets (we replaced the STL microwave and old one still had book value). Small adjustments are for rounding in the FTE worksheet.
Total Operating Expenses: Total Educational Services and Community Outreach	We stopped receiving specific grants for Ready To Learn so we eliminated the separate Education Dept. and split education initiatives between our Events & Marketing Depts.

**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)	\$ 251,491
Telecommunications and Utilities (excluding Transmitter Power)	\$ 263,441
Consulting, Contracted & Outsourced Personnel and Services Fees	\$ 63,259
Legal Fees	\$ 33,384
Accounting/Payroll Fees	\$ 80,476
Governance and Advisory Board Expenses	\$ 0
Insurance - Property, Liability & Other Corporate (Non-Employee Benefits)	\$ 139,133
Facilities Maintenance	\$ 232,733
Professional Development/Training (For All Staff)	\$ 13,855
Indirect Support including Occupancy (Excluding Indirect Transmitter Power)	\$
Interest Expense	\$ 495
All Other Corporate Management & Support	\$ 222,511
<b>Total Corporate Management &amp; Support</b>	<b>\$ 1,300,778</b>

**Comments**

Question	Comment
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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	\$ 763,660	\$ 626,651	\$ 502,799	\$ 253,027	\$ 2,146,137
Direct Mail	\$ 75,556	\$ 2,159,275	\$ 340,685	\$ 552,589	\$ 3,128,105
Telemarketing	\$ 3,235	\$ 6,531	\$ 34,264	\$ 485	\$ 44,515
Web/Online	\$ 413,548	\$ 398,838	\$ 198,144	\$ 72,010	\$ 1,082,540
Other Membership Programs	\$ 17,372	\$ 166,185	\$ 26,487	\$ 78,938	\$ 288,982
<b>Total</b>	<b>\$ 1,273,371</b>	<b>\$ 3,357,480</b>	<b>\$ 1,102,379</b>	<b>\$ 957,049</b>	<b>\$ 6,690,279</b>

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

Jump to question: [5.2](#) ▼

	New (#)	Renewal (#)	Re-join (#)	Total	Add-Gift ((#))
Pledge/On Air	5,666	4,185	3,557	13,408	1,586
Direct Mail	1,238	21,145	3,057	25,440	9,212
Telemarketing	26	50	262	338	8
Web/Online	6,586	3,083	2,053	11,722	775
Other Membership Programs	736	1,945	373	3,054	0
<b>Total</b>	<b>14,252</b>	<b>30,408</b>	<b>9,302</b>	<b>53,962</b>	<b>11,581</b>

**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	53,962	65,543	\$ 6,690,279
\$1,000 to \$9,999	323	422	\$ 477,419
\$10,000 and above	8	8	\$ 103,432
<b>Total</b>	54,293	65,973	\$ 7,271,130

#### 5.4 Gift Type Detail

Jump to question: [5.4](#) ▼

	<b>Total</b>
Matching Gifts (\$ Amount)	\$ 13,691
Sustainer Gifts (# of Donors)	18,946
Sustainer Gifts (\$ Amount)	\$ 2,294,435

#### 5.5 Planned Giving Revenue Detail

Jump to question: [5.5](#) ▼

	<b>Realized in FY (#)</b>	<b>Realized in FY (\$)</b>
Total amount of Planned Giving	15	\$ 388,456
<b>Total</b>	15	\$ 388,456

#### 5.6 Endowment Fund Detail

Jump to question: [5.6](#) ▼

	<b>Endowment Fund (\$)</b>
Value of Fund at start of Fiscal Year?	\$ 566,786
New Endowment Contributions	\$ 0
Realized Investment Gains	\$ 16,103
Unrealized Investment Gains (Losses)	\$ 39,983
Discretionary spending from the Endowment Fund	\$ -2,634
Discretionary additions to the Endowment Fund	\$
Value of Fund at end of Fiscal Year?	\$ 620,238
Value of pledged gifts not yet received?	\$

#### 5.7 Development Expenses

Jump to question: [5.7](#) ▼

	<b>Direct &amp; In-Kind Expenses (\$)</b>
Premiums' Total	\$ 442,060
Consulting, Contracted & Outsourced Personnel and Services Fees	\$ 151,472
Other Expenses	\$ 850,933
<b>Total</b>	\$ 1,444,465

#### Comments

Question	Comment
Sustainer Gifts (# of Donors)	Our sustainer program is extremely successful as is our retention rate of around 90%.
Membership Expenses: Other Expenses	Yes, we are sure. Development incurs significant financial fees from the volume of credit card transactions (over \$180k). Our sustainer program/retention is very successful = high bank fees. In addition, we still invest heavily in membership campaigns. Software licenses/support agreements for Salesforce et al are very expensive.

#### 6.1 Underwriting Revenue Detail

Jump to question: [6.1](#) ▼

	<b>Revenue (\$)</b>
National Production Underwriting	\$ 66,000
Local Production Underwriting	\$ 747,676
Spot/Run of Schedule Underwriting	\$ 862,858
Educational Services Underwriting	\$
Community Engagement Underwriting	\$
Special Events/Other Underwriting	\$ 144,498
<b>Total</b>	\$ 1,821,032

#### 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=""/>
Businesses (For Profit Entities)	<input type="text" value="5"/>	\$ <input type="text" value="97,110"/>
Foundations (Not For Profit Entities)	<input type="text" value="7"/>	\$ <input type="text" value="705,069"/>
Government (Federal, State and Local and Other Gov't)	<input type="text" value="1"/>	\$ <input type="text" value="11,497"/>
All Other (CPB, PBS, NPR, Other Public Broadcasting Stations & Entities, Colleges & Universities, and All Other)	<input type="text" value=""/>	\$ <input type="text" value=""/>
<b>Total</b>	<input type="text" value="13"/>	\$ <input type="text" value="813,676"/>

6.3 Spot/Run of Schedule Underwriter Detail

Jump to question: [6.3](#) ▼

	Total # of Underwriters	Revenue (\$)
Individuals	<input type="text" value=""/>	\$ <input type="text" value=""/>
Businesses (For Profit Entities)	<input type="text" value="36"/>	\$ <input type="text" value="498,306"/>
Foundations (Not For Profit Entities)	<input type="text" value="16"/>	\$ <input type="text" value="327,516"/>
Government (Federal, State and Local and Other Gov't)	<input type="text" value="2"/>	\$ <input type="text" value="37,036"/>
All Other (CPB, PBS, NPR, Other Public Broadcasting Stations & Entities, Colleges & Universities, and All Other)	<input type="text" value=""/>	\$ <input type="text" value=""/>
<b>Total</b>	<input type="text" value="54"/>	\$ <input type="text" value="862,858"/>

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="71,521"/>
Other Expenses	\$ <input type="text" value="29,926"/>
<b>Total</b>	\$ <input type="text" value="101,447"/>

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="101"/>
Underwriter Renewal Rate? (%)	<input type="text" value="82.50"/>

Comments

Question	Comment
Total Production Underwriting Revenue (\$)	Increased support for Season 2 of Inside California Education.

7.1 Auction Detail - Revenue

Jump to question: [7.1](#) ▼

	Gross Realized Revenue (\$)
Auction Total	\$ <input type="text" value="179,017"/>
<b>Total</b>	\$ <input type="text" value="179,017"/>

7.2 Auction Detail - Expenses

Jump to question: [7.2](#) ▼

	Direct & In-Kind Expenses (\$)
Cost of purchased items to auction	\$ <input type="text" value="0"/>
Consulting, Contracted & Outsourced Personnel and Services Fees	\$ <input type="text" value="180"/>
Other Expenses	\$ <input type="text" value="55,937"/>
<b>Total</b>	\$ <input type="text" value="56,117"/>

7.3 Number of Auctions

Jump to question: [7.3](#) ▼

	Number of Auctions	Number of Auction Days per Year
TV broadcast auction (may include an online component)	<input type="text" value="1"/>	<input type="text" value="3"/>
Online only auction	<input type="text" value="0"/>	<input type="text" value=""/>
<b>Total</b>	<input type="text" value="1"/>	<input type="text" value="3"/>

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	-----	4,542.00	15,004.00
PBS Programs - PFP	-----	801.00	634.00
PBS Programs - PBS Plus & Other	-----	360.00	1,390.00
PBS Programs - Total	\$ 2,017,947	5,703.00	17,028.00
NETA	\$ 6,075	261.00	1,594.00
BBC	\$ 17,400	126.00	28.00
APT	\$ 49,422	981.00	3,129.00
Movie Packages (Other Distributors)	\$		
All Other Program Acquisitions (Other Distributors)	\$ 22,434	912.00	2,715.00
Local Productions	-----	228.00	246.00
<b>Total</b>	\$ 2,113,278	8,211.00	24,740.00

### 8.2 Program Acquisition & Scheduling Expenses

Jump to question: [8.2](#)

	Direct & In-Kind Expenses (\$)
Program Acquisitions	\$ 2,113,278
Consulting, Contracted & Outsourced Personnel and Services Fees	\$ 184,339
Other Expenses	\$ 11,027
<b>Total</b>	\$ 2,308,644

### 8.3 PBS Program Differentiation

Jump to question: [8.3](#)

Are you a PBS PDP Station? No

### 8.4 Ratings Data and Market Data

Jump to question: [8.4](#)

2017	
Total Area Population Households (#)	1,570,000
Estimated Total Commercial TV Ad Revenue (\$)	158,500,000

#### 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	\$ 12,245	\$ 141,684	\$ 0
Other Expenses	\$ 2,840	\$ 14,333	\$
<b>Total Production Services Expenses</b>	\$ 15,085	\$ 156,017	\$ 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			
Informational call-in broadcast			
News			
Public Affairs		11.00	

Arts and Culture	<input type="text"/>	<input type="text" value="11.50"/>	<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="59.50"/>	<input type="text" value="3.50"/>
Educational	<input type="text"/>	<input type="text" value="6.50"/>	<input type="text"/>
All Other Productions	<input type="text" value="11.00"/>	<input type="text" value="7.00"/>	<input type="text"/>
<b>Total Number of Hours</b>	<input type="text" value="11.00"/>	<input type="text" value="95.50"/>	<input type="text" value="3.50"/>
Total Hours using Closed-Captioning	<input type="text" value="11.00"/>	<input type="text" value="84.50"/>	<input type="text"/>
Total Hours using the SAP Channel	<input type="text"/>	<input type="text"/>	<input type="text"/>

Comments

Question Comment

No Comments for this section

10.1 Revenue Generated by Content Distribution & Delivery Activities

Jump to question:  ▼

	Revenue (\$)
Tower Lease	\$ <input type="text"/>
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="360,422"/>
<b>Total</b>	<b>\$ <input type="text" value="360,422"/></b>

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="9,250"/>
CD&D and IT Equipment, Replacement Parts and Software (Non-Capital)	\$ <input type="text" value="41,432"/>
Technical, Software and Hardware Support (All CD&D and IT Maintenance Agreements and Support Costs)	\$ <input type="text" value="133,891"/>
STL Fees	\$ <input type="text"/>
Tower Rent/Lease/Mortgage	\$ <input type="text" value="360,001"/>
ITFS/Alternative Transmission Services	\$ <input type="text"/>
Uplink/Teleconferencing Services	\$ <input type="text"/>
Datacasting	\$ <input type="text"/>
Network/Internet Connectivity	\$ <input type="text" value="2,076"/>
Transmitter Power (Direct Expense)	\$ <input type="text" value="76,867"/>
Indirect Support-Transmitter Power	\$ <input type="text"/>
Interconnection Expenses	\$ <input type="text"/>
Other Expenses	\$ <input type="text" value="11,610"/>
<b>Total</b>	<b>\$ <input type="text" value="635,127"/></b>

10.3 Broadcast Capacity

Jump to question:  ▼

	# Operated	Average # of Hours per Day Operated
UHF Transmitters	<input type="text"/>	<input type="text"/>
VHF Transmitters	<input type="text" value="1"/>	<input type="text" value="24.00"/>
Translators/Low Power Transmitters (boosters)	<input type="text" value="0"/>	<input type="text"/>
ITFS Channels	<input type="text"/>	<input type="text"/>

10.4 Master Control Facilities

Jump to question:  ▼

	Number	Hours per Day
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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
No Comments for this section	

11.1 Educational Services Revenue

Jump to question:  ▼

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

11.2 Educational Services Expenses

Jump to question:  ▼

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

11.3 Educational Content Detail

Jump to question:  ▼

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

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.)
Children's content (PBSKids)	<input type="text" value="1,624.00"/>	<input type="text" value="8,453.00"/>	<input type="text" value=""/>
K-12 Educational resources	<input type="text" value=""/>	<input type="text" value=""/>	<input type="text" value="634.00"/>
Adult Basic Education-English	<input type="text" value=""/>	<input type="text" value=""/>	<input type="text" value=""/>
Adult Basic Education - Other than English	<input type="text" value=""/>	<input type="text" value=""/>	<input type="text" value=""/>
Teacher professional development	<input type="text" value=""/>	<input type="text" value=""/>	<input type="text" value=""/>
Other	<input type="text" value=""/>	<input type="text" value=""/>	<input type="text" value=""/>
<b>Total</b>	<input type="text" value="1,624.00"/>	<input type="text" value="8,453.00"/>	<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=""/>	<input type="text" value=""/>
Other Pre-K Teacher Professional Development/Training	<input type="text" value=""/>	<input type="text" value=""/>
Other K-12 Teacher Professional Development/Training	<input type="text" value=""/>	<input type="text" value=""/>
Other Pre-service Teacher Professional Development/Training	<input type="text" value=""/>	<input type="text" value=""/>
Other College/University Faculty Professional Development/Training	<input type="text" value=""/>	<input type="text" value=""/>

Other Professional Development/Training		
<b>Total</b>	0	0

Comments

Question	Comment
Total Educational Services Revenue (\$)	We no longer get grants specifically for Ready To Learn.

# of Hours of Educational Programming Aired on All Other Broadcast Channels: PBS Kids M-F	CPB confirmed the increase in hours. "The disparity in the number of hours is due to the timing of the launch of the PBS Kids Channel (24-hour kids' programming). PBS Kids launched in February 2018, which was more than halfway through FY17, whereas FY18 experienced the full 12 months of 24-hour kids' programming." Staci A. Orlando CFO and Associate General Manager KVIE Public Television 916-641-3621
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12.1 Community Engagement Revenue

Jump to question: 12.1 ▼

	Revenue (\$)
Grants (Competitive)	\$ 10,000
Fee-For-Service or Entrepreneurial	\$
Underwriting of Outreach Events	\$
Other Revenue Generated by Community Engagement	\$
<b>Total</b>	\$ 10,000

12.2 Community Engagement Expenses

Jump to question: 12.2 ▼

	Direct & In-Kind Expenses (\$)
Consulting, Contracted & Outsourced Personnel and Services Fees	\$
Other Expenses	\$
<b>Total</b>	\$ 0

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	10.99					
Development	10.38					
Auction	1.98					
Underwriting	4.22					
Programming	1.22					
Production	12.79					
CD&D	6.50					
Educational Services and Community Engagement	0.24					
Customer/Relationship Management	8.53					
Other Activities & Services	0.02					
<b>Total Station FTEs</b>						

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	\$ 962015.00	\$	\$	\$	\$	\$
Development	\$ 723247.00	\$	\$	\$	\$	\$

Auction	\$ 132338.00	\$	\$	\$	\$	\$
Underwriting	\$ 420169.00	\$	\$	\$	\$	\$
Programming	\$ 99059.00	\$	\$	\$	\$	\$
Production	\$ 991015.00	\$	\$	\$	\$	\$
CD&D	\$ 502133.00	\$	\$	\$	\$	\$
Educational Services and Community Engagement	\$ 23380.00	\$	\$	\$	\$	\$
Customer/Relationship Management	\$ 483915.00	\$	\$	\$	\$	\$
Other Activities & Services	\$ 39.00	\$	\$	\$	\$	\$
<b>Total Station Personnel Expenses</b>	\$	\$	\$	\$	\$	\$

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	\$ 14,079,225	\$	\$	\$	\$	\$
Direct Expenses	\$ 5865369.00	\$	\$	\$	\$	\$
In-Kind Expenses	\$ 776,638	\$	\$	\$	\$	\$
Indirect Expenses	\$ 0	\$	\$	\$	\$	\$
<b>Total Station Personnel Expenses</b>	\$	\$	\$	\$	\$	\$
Depreciation	\$ 1,168,861	\$	\$	\$	\$	\$
<b>Total Station Expenses (Including Depreciation)</b>	\$	\$	\$	\$	\$	\$

Comments

Question Comment