Grantee Information

ID	1735
Grantee Name	WUFT-TV
City	Gainesville
State	FL
Licensee Type	University

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	$ 4,154,817	$ 2,973,158
Accounts Receivables	$ 13,989	$ 46,713
All Other Current Assets	$ 2,149,786	$ 2,724,204
All Non-Current Assets	$ 3,717,370	$ 4,053,841
Total Assets	$ 10,035,962	$ 9,797,916
Total Deferred Outflow of Resources (TDOR)	$	$
Liabilities		
Accounts Payables	$	$
All Other Current Liabilities	$ 9,165	$ 41,715
Pensions and Other Postemployment Benefits (Non Current)	$	$
All Other Long Term Liabilities	$	$
Total Liabilities	$ 9,165	$ 41,715
Total Deferred Inflow of Resources (TDIR)	$	$
Net Assets		
Invested in Capital Assets (Net of Related Debt)	$ 2,999,137	$ 3,341,853
Restricted Net Assets	$ 3,550,062	$ 2,047,775
Unrestricted Net Assets	$ 3,477,598	$ 4,366,573
Total Net Assets	$ 10,026,797	$ 9,756,201
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 Separately

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

Jump to question: 1.2

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

Comments

Question	Comment
Current Year-End: Total Liabilities	A/P and accrued expenses were higher at year end $6,175 in 2022 and $35,715 in 2023
Previous Year-End: All Current Liabilities	fewer amounts were owed at 6.30.22 than the previous year

2.1 Total Station Revenue

Jump to question: 2.1

	Total ($)
Passive Revenue	
Royalties	$
Copyright Tribunal Distributions	$
Gains on Sale of Assets - Property and Equipment	$
Interest and Dividends: Non-Endowment	$ 5,895
Interest and Dividends: Endowment	$ 17,873
Realized Gains (Losses) on Marketable Securities Transactions: Non-Endowment	$
Realized Gains (Losses) on Marketable Securities Transactions: Endowment	$ 84,605
Unrealized Gains (Losses) on Marketable Securities Transactions: Non-Endowment	$
Unrealized Gains (Losses) on Marketable Securities Transactions: Endowment	$
Total Passive Revenue	$ 108,373
Non-Passive Revenue	
CPB CSG	$ 908,547
Membership (Contributions < $1,000)	$ 568,539
Major Giving (Contributions >= $1,000)	$ 177,081
Planned Giving (Realized)	$ 0
Capital	$ -1,968
Endowment	$ -46,633
Grant Solicitation (Competitive)	$
Production Underwriting	$ 0
Spot/Run of Schedule Underwriting	$ 138,965
All Other Underwriting	$
Contract Production & Services	$ 521,852
Content Distribution Activities	$ 0
Program Guide	$
Auction	$
Subsidiaries	$
State Government Appropriation (Unrestricted)	$
All Other	$ 1,330,762
Total Non-Passive Revenue	$ 3,597,145
Total Station Revenue	$ 3,705,518

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	$ 43,116	$	$	$	$ 391,101	$ 434,217
Local and All Other Government	$	$	$	$	$ 30,424	$ 30,424
CPB	$	----------	$	$	$ 908,547	$ 908,547
PBS	$	----------	$	$	$	$ 0
NPR	$	----------	$	$	$	$ 0
Public Broadcasting Stations	$	----------	$	$	$ 650	$ 650
Individuals	$	----------	$	$	$ 766,656	$ 766,656
Businesses (For Profit Entities)	$ 14,449	----------	$ -1,968	$	$ 149,462	$ 161,943
Foundations (Not For Profit Entities)	$	----------	$	$	$ 28,152	$ 28,152
State and State Supported Colleges and Universities	$	$ 230,241	$ 123,979	$ -46,633	$ 958,969	$ 1,266,556
Private Colleges and Universities	$	$	$	$	$	$ 0
All Other Sources	$	----------	$ 0	$ 102,478	$ 5,895	$ 108,373
Total Station Revenue	$ 57,565	$ 230,241	$ 122,011	$ 55,845	$ 3,239,856	$ 3,705,518

Comments

Question	Comment
All Other	consistent and less than last year
Total Passive Revenue	Market recovered in 2023
Total Capital Revenue	no PECO this year
Total Endowment Revenue	more revenue earned this year
Total Indirect Support	higher amount this year
Total Revenue from: State Government	no PECO funds in 2023
Total Revenue from: All Other Sources	the endowment equals amounts posted up above, not sure why this is an issue. Gains versus losses on endowment in 2022
Total Revenue from: Businesses	less revenue from businesses this year
Total Revenue from: Foundations	less rev from foundations this year
Total Revenue from: State and State Supported Colleges and Universities	more funding from state and state entities
Total Trade/In-Kind Revenue	higher amount this year.

3.1 Station Expenses (Excluding Depreciation)

Jump to question: 3.1

	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)	0.45	$ 151,308	----------	$ 151,308
Finance and HR	0.73	$ 81,643	----------	$ 81,643
Administrative Support	0.40	$ 25,388	----------	$ 25,388
Total Corporate Management & Support	1.58	$ 258,339	$ 586,573	$ 844,912
Development				
Membership - Pledge/On-Air	0.50	$ 29,897	$ 56,328	$ 86,225
Membership - Direct Mail		$ 0	$ 55,235	$ 55,235
Membership - Telemarketing		$ 0	$	$ 0
Membership – Digital		$ 0	$	$ 0
Membership - All Other	0.50	$ 29,897	$ 77,542	$ 107,439
Major Giving	1.00	$ 104,105	$	$ 104,105
Planned Giving		$ 0	$	$ 0
Capital Campaigns		$ 0	$	$ 0
Endowment Campaigns		$ 0	$	$ 0
Grant Solicitation (Competitive)		$ 0	$	$ 0
Total Development	2.00	$ 163,899	$ 189,105	$ 353,004
Auction				
Auction		$ 0	$	$ 0
Underwriting				
National Production Underwriting	0	$ 0	----------	$ 0
Local Production Underwriting	0.38	$ 47,785	----------	$ 47,785
Spot/Run of Schedule Underwriting	0.64	$ 62,156	----------	$ 62,156
Educational Services Underwriting	0.08	$ 13,386	----------	$ 13,386
Community Engagement Underwriting	0.62	$ 60,985	----------	$ 60,985
Special Event & Other Underwriting	0.55	$ 47,599	----------	$ 47,599
Total Underwriting	2.27	$ 231,911	$ 36,006	$ 267,917
Programming				
Program Acquisition	0.96	$ 110,663	$ 607,474	$ 718,137
Program Scheduling	3.61	$ 259,023	$ 189,026	$ 448,049
Total Programming	4.57	$ 369,686	$ 796,500	$ 1,166,186
Production				
National Broadcast Production	1.00	$ 86,343	$ 0	$ 86,343
Local Broadcast Production	6.06	$ 381,100	$ 108,512	$ 489,612
Contract Production & Services	1.00	$ 56,106	$ 0	$ 56,106

Non Broadcast Production (including Fixed Point to Point, Web, etc.)	0.88	$ 26,964	$ 0	$ 26,964
Total Production	8.94	$ 550,513	$ 108,512	$ 659,025
Content Distribution & Delivery (CD&D)				
Transmission/Distribution	0	$ 0	----------	$ 0
Operations (Master Control)	0.50	$ 63,514	----------	$ 63,514
Technical Maintenance	0.50	$ 99,163	----------	$ 99,163
Production Support	0	$ 0	----------	$ 0
Information Technology	1.55	$ 203,173	----------	$ 203,173
Total CD&D	2.55	$ 365,850	$ 328,591	$ 694,441
Educational Services and Community Engagement				
Educational Services	0.25	$ 15,446	$ 12,192	$ 27,638
Community Engagement	0.25	$ 15,446	$ 12,192	$ 27,638
Total Educational Services and Community Engagement	0.50	$ 30,892	$ 24,384	$ 55,276
Marketing/ CRM				
Marketing, PR & Communications		$ 0	$	$ 0
Program Guide	1.13	$ 103,052	$	$ 103,052
Viewer & Member Services		$ 0	$	$ 0
Special Events		$ 0	$	$ 0
Total Customer/Relationship Management	1.13	$ 103,052	$ 0	$ 103,052
Other Activities & Services				
Other Activities & Services		$ 0	$	$ 0
Total Station Expenses (Excluding Depreciation)	23.54	$ 2,074,142	$ 2,069,671	$ 4,143,813

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)

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

Jump to question: 3.3

	Full Time Equivalents (FTEs)
Corporate Management & Support	
Development	
Auction	
Underwriting	
Programming	
Production	
CD&D	
Educational Services	
Community Engagement	

Customer/Relationship Management	
Other Activities & Services	
Total Student/Intern FTEs	

3.4 In-Kind Expense Detail

Jump to question: 3.4

	In-Kind Expenses $
Corporate Management & Support	$ 43,116
Development	$ 0
Auction	$
Underwriting	$
Programming	$ 14,449
Production	$
CD&D	$
Educational Services	$
Community Engagement	$
Customer/Relationship Management	$
Other Activities & Services	$
Total Station In-Kind Expenses	$ 57,565

3.5 Indirect Support Expense Detail

Jump to question: 3.5

	Indirect Expenses $
Indirect Support - Occupancy	$ 230,241
Indirect Support-Transmitter Power	$
Indirect Support - All Other Expenses	$
Total Station Indirect Support	$ 230,241
Total Station In-Kind Plus Indirect (Including Occupancy) Expenses	$ 287,806

3.6 Capital Expenses and Related Items

Jump to question: 3.6

	Capital Expenses ($)	Depreciation/ Amortization ($)	($) Funded Depreciation
Land and Buildings	$	$ 118,971	$
Administrative and General Office Equipment	$ 3,240	$ 33,538	$
Production Equipment	$ 5,580	$ 36,900	$
CD&D and IT Equipment	$ 34,996	$ 338	$
Production Content (Capitalization and Amortization of Shows/Content)	$	$	$
Other Capital Expenditures	$	$	$
Total	$ 43,816	$ 189,747	$ 0
Total Station Expenses (Including Depreciation)	----------	$ 4,333,560	----------

Comments

Question	Comment
Total Operating Expenses: Total Customer/Relationship Management	new focus this year
Total Operating Expenses: Total CD&D	Ties to AFS SFE.

Question	Comment
Total Operating Expenses: Total Production	shifting around of some costs and allocation of team
Total Operating Expenses: Total Programming	more allocated to Programming this year
Total Operating Expenses: Total Underwriting	more invested in UW this year
Total Operating Expenses: Total Development	more was invested in membership this year

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)	$
Telecommunications and Utilities (excluding Transmitter Power)	$ 12,532
Consulting, Contracted & Outsourced Personnel and Services Fees	$ 78,716
Legal Fees	$
Accounting/Payroll Fees	$ 12,000
Governance and Advisory Board Expenses	$
Insurance - Property, Liability & Other Corporate (Non-Employee Benefits)	$
Facilities Maintenance	$ 1,747
Professional Development/Training (For All Staff)	$
Indirect Support including Occupancy (Excluding Indirect Transmitter Power)	$ 230,241
Interest Expense	$
All Other Corporate Management & Support	$ 251,337
Total Corporate Management & Support	$ 586,573

Comments

Question	Comment
No Comments for this section	

5.1 Membership Revenue (<$1,000)

Jump to question: 5.1

	New ($)	Renewal ($)	Re-join ($)	Add-Gift ($)	Total
Pledge/On Air	$ 39,851	$ 11,065	$ 12,105	$ 3,003	$ 66,024
Direct Mail	$ 8,633	$ 96,554	$ 23,450	$ 39,847	$ 168,484
Telemarketing	$ 29,445	$ 29,112	$ 15,508	$ 9,261	$ 83,326
Digital	$ 16,875	$ 41,861	$ 10,509	$ 6,194	$ 75,439
Other Membership Programs	$ 4,146	$ 161,913	$ 2,547	$ 6,660	$ 175,266
Total	$ 98,950	$ 340,505	$ 64,119	$ 64,965	$ 568,539

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

Jump to question: 5.2

	New (#)	Renewal (#)	Re-join (#)	Total	Add-Gift ((#))
Pledge/On Air	1,048	195	230	1,473	108
Direct Mail	220	1,072	379	1,671	546
Telemarketing	260	221	139	620	67
Digital	228	364	122	714	58
Other Membership Programs	29	1,174	25	1,228	114

Total	1,785	3,026	895	5,706	893

5.3 Cumulative Annual Gifts (Membership and Major Giving)

Jump to question: 5.3

	Number of Donors (#)	Number of Gifts (#)	Amount of Gifts ($)
$1 to $999	5,706	6,599	$ 568,539
$1,000 to $9,999	46	78	$ 76,083
$10,000 and above	5	17	$ 100,998
Total	5,757	6,694	$ 745,620

5.4 Gift Type Detail

Jump to question: 5.4

	Total
Matching Gifts ($ Amount)	$ 0
Sustainer Gifts (# of Donors)	2,877
Sustainer Gifts ($ Amount)	$ 257,090

5.5 Planned Giving Revenue Detail

Jump to question: 5.5

	Realized in FY (#)	Realized in FY ($)
Total amount of Planned Giving		$
Total	0	$ 0

5.6 Endowment Fund Detail

Jump to question: 5.6

	Endowment Fund ($)
Value of Fund at start of Fiscal Year?	$ 3,317,886
New Endowment Contributions	$ -46,633
Realized Investment Gains	$ 102,478
Unrealized Investment Gains (Losses)	$
Discretionary spending from the Endowment Fund	$
Discretionary additions to the Endowment Fund	$
Value of Fund at end of Fiscal Year?	$ 3,373,731
Value of pledged gifts not yet received?	$

5.7 Development Expenses

Jump to question: 5.7

	Direct & In-Kind Expenses ($)
Premiums' Total	$ 41,909
Consulting, Contracted & Outsourced Personnel and Services Fees	$ 72,298
Other Expenses	$ 74,898
Total	$ 189,105

Comments

Question	Comment
No Comments for this section	

6.1 Underwriting Revenue Detail

Jump to question: 6.1

	Revenue ($)
National Production Underwriting	$
Local Production Underwriting	$

Spot/Run of Schedule Underwriting	$ 138,965
Educational Services Underwriting	$
Community Engagement Underwriting	$
Special Events/Other Underwriting	$
Total	$ 138,965

6.2 Production Underwriter Detail (National and Local Production Underwriting)

Jump to question: 6.2

	Total # of Underwriters	Revenue ($)
Individuals		$
Businesses (For Profit Entities)		$
Foundations (Not For Profit Entities)		$
Government (Federal, State and Local and Other Gov't)		$
All Other (CPB, PBS, NPR, Other Public Broadcasting Stations & Entities, Colleges & Universities, and All Other)		$
Total	0	$ 0

6.3 Spot/Run of Schedule Underwriter Detail

Jump to question: 6.3

	Total # of Underwriters	Revenue ($)
Individuals		$ 0
Businesses (For Profit Entities)	13	$ 47,744
Foundations (Not For Profit Entities)	32	$ 27,052
Government (Federal, State and Local and Other Gov't)	13	$ 64,169
All Other (CPB, PBS, NPR, Other Public Broadcasting Stations & Entities, Colleges & Universities, and All Other)		$
Total	58	$ 138,965

6.4 Underwriting Detail - Expenses

Jump to question: 6.4

	Direct & In-Kind Expenses ($)
Consulting, Contracted & Outsourced Personnel and Services Fees	$ 20,017
Other Expenses	$ 15,989
Total	$ 36,006

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)?	225
Underwriter Renewal Rate? (%)	

Comments

Question	Comment
No Comments for this section	

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	----------	2,050.00	170.00
PBS Programs - PFP	----------	231.00	

PBS Programs - PBS Plus & Other	----------	785.00	765.00
PBS Programs - Total	$ 556,570	3,066.00	935.00
NETA	$	111.00	1,567.00
BBC	$		
APT	$	601.00	5,119.00
Movie Packages (Other Distributors)	$		
All Other Program Acquisitions (Other Distributors)	$ 50,904	4,193.00	100.00
Local Productions	----------	299.00	
Total	$ 607,474	8,270.00	7,721.00

7.2 Program Acquisition & Scheduling Expenses

Jump to question: 7.2

	Direct & In-Kind Expenses ($)
Program Acquisitions	$ 607,474
Consulting, Contracted & Outsourced Personnel and Services Fees	$
Other Expenses	$ 189,026
Total	$ 796,500

7.3 PBS Program Differentiation

Jump to question: 7.3

Are you a PBS PDP Station? No

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	$	$ 97,610	$
Other Expenses	$	$ 10,902	$
Total Production Services Expenses	$ 0	$ 108,512	$ 0

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		9.00	
Informational call-in broadcast			
News		67.00	
Public Affairs			
Arts and Culture		8.00	
Sports Programming			
Pledge Programs, Pledge Breaks & Auction			
Educational			

All Other Productions		273.50	
Total Number of Hours		357.50	
Total Hours using Closed-Captioning			
Total Hours using the SAP Channel			

Comments

Question	Comment
No Comments for this section	

9.1 Revenue Generated by Content Distribution & Delivery Activities

Jump to question: 9.1

	Revenue ($)
Tower Lease	$
ITFS/Alternative Transmission Services	$
Uplink/Teleconferencing Services	$
Facility/Equipment Rental	$
Datacasting	$
Network/Internet Connectivity	$
Other Revenue Generated by CD&D (Do not include contributions or grants restricted to CD&D)	$
Total	$ 0

9.2 Content Distribution & Delivery Expenses

Jump to question: 9.2

	Direct, Indirect & In-Kind Expenses ($)
Consulting, Contracted & Outsourced Personnel and Services Fees (excluding Technical Support)	$ 31,255
CD&D and IT Equipment, Replacement Parts and Software (Non-Capital)	$ 162,500
Technical, Software and Hardware Support (All CD&D and IT Maintenance Agreements and Support Costs)	$ 112,223
STL Fees	$
Tower Rent/Lease/Mortgage	$
ITFS/Alternative Transmission Services	$
Uplink/Teleconferencing Services	$
Datacasting	$
Network/Internet Connectivity	$
Transmitter Power (Direct Expense)	$
Indirect Support-Transmitter Power	$
Interconnection Expenses	$
Other Expenses	$ 22,613
Total	$ 328,591

9.3 Broadcast Capacity

Jump to question: 9.3

	# Operated	Average # of Hours per Day Operated
UHF Transmitters	1	24.00
VHF Transmitters		
Translators/Low Power Transmitters (boosters)		

ITFS Channels		

9.4 Master Control Facilities

Jump to question: 9.4

	Number	Hours per Day
Master Control Facilities - # Operated	1	----------
Master Control Facilities - Total Hours/Day	----------	24.00
Master Control Facilities - Staffed Hours/Day	----------	18

Comments

Question	Comment
No Comments for this section	

10.1 Educational Services Revenue

Jump to question: 10.1

	Revenue ($)
Federal Grants	$
Underwriting for Educational Services	$
Corporate/Foundation Giving	$
Fee-For-Service or Entrepreneurial Services	$
State Government Funding	$ 370,400
Other Revenue Generated by Educational Services	$
Total	$ 370,400

10.2 Educational Services Expenses

Jump to question: 10.2

	Direct & In-Kind Expenses ($)
Consulting, Contracted & Outsourced Personnel and Services Fees	$ 12,000
Other Expenses	$ 192
Total	$ 12,192

10.3 Educational Content Detail

Jump to question: 10.3

	Direct & In-Kind Expenses ($)
Create Local Educational Content for Broadcast	$
Create Local Educational Content NOT intended for Broadcast (includes Fixed Point to Point, Web, etc.)	$
Create National Educational Content for Broadcast	$
Create National Educational Content NOT intended for Broadcast (includes Fixed Point to Point, Web, etc.)	$
Program Acquisition	$
Total	$ 0

10.4 Educational Content Delivery

Jump 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)	3,016.00		
K-12 Educational resources			
Adult Basic Education-English			
Adult Basic Education -			

Other than English			
Teacher professional development			
Other			
Total	3,016.00		

10.5 Educational Workshops

Jump to question: 10.5

	# of Workshops	Total # of Attendees
Ready to Learn		
Other Pre-K Teacher Professional Development/Training	2	4
Other K-12 Teacher Professional Development/Training	2	2
Other Pre-service Teacher Professional Development/Training		
Other College/University Faculty Professional Development/Training		
Other Professional Development/Training	2	6
Total	6	12

Comments

Question	Comment
Educational Services Revenue ($) from: State Government Grants	FL DOE provided more funding in FY23
Total Educational Services Revenue ($)	Funding from FL DOE increased in FY23

11.1 Community Engagement Revenue

Jump to question: 11.1

	Revenue ($)
Grants (Competitive)	$
Fee-For-Service or Entrepreneurial	$
Underwriting of Outreach Events	$
Other Revenue Generated by Community Engagement	$
Total	$ 0

11.2 Community Engagement Expenses

Jump to question: 11.2

	Direct & In-Kind Expenses ($)
Consulting, Contracted & Outsourced Personnel and Services Fees	$ 12,000
Other Expenses	$ 192
Total	$ 12,192

Comments

Question	Comment
No Comments for this section	