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	$ 2,973,158	$ 2,528,452
Accounts Receivables	$ 46,713	$ 15,919
All Other Current Assets	$ 2,724,204	$ 2,555,611
All Non-Current Assets	$ 4,053,841	$ 4,391,888
Total Assets	$ 9,797,916	$ 9,491,870
Total Deferred Outflow of Resources (TDOR)	$	$
Liabilities		
Accounts Payables	$	$ 0
All Other Current Liabilities	$ 41,715	$ 29,335
Pensions and Other Postemployment Benefits (Non Current)	$	$
All Other Long Term Liabilities	$	$
Total Liabilities	$ 41,715	$ 29,335
Total Deferred Inflow of Resources (TDIR)	$	$
Net Assets		
Invested in Capital Assets (Net of Related Debt)	$ 3,341,853	$ 3,664,708
Restricted Net Assets	$ 2,047,775	$ 2,441,360
Unrestricted Net Assets	$ 4,366,573	$ 3,356,467
Total Net Assets	$ 9,756,201	$ 9,462,535
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
Previous Year-End: Total Liabilities	A/P and accrued expenses were higher at year end $6,175 in 2022 and $35,715 in 2023

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	$ 5,344
Interest and Dividends: Endowment	$ 0
Realized Gains (Losses) on Marketable Securities Transactions: Non-Endowment	$
Realized Gains (Losses) on Marketable Securities Transactions: Endowment	$ 21,179
Unrealized Gains (Losses) on Marketable Securities Transactions: Non-Endowment	$
Unrealized Gains (Losses) on Marketable Securities Transactions: Endowment	$ 156,628
Total Passive Revenue	$ 183,151
Non-Passive Revenue	
CPB CSG	$ 980,765
Membership (Contributions < $1,000)	$ 639,766
Major Giving (Contributions >= $1,000)	$ 45,510
Planned Giving (Realized)	$ 0
Capital	$ 125,804
Endowment	$ -38,255
Grant Solicitation (Competitive)	$
Production Underwriting	$ 0
Spot/Run of Schedule Underwriting	$ 116,843
All Other Underwriting	$
Contract Production & Services	$ 473,738
Content Distribution Activities	$ 0
Program Guide	$
Auction	$
Subsidiaries	$
State Government Appropriation (Unrestricted)	$ 516,095
All Other	$ 732,681
Total Non-Passive Revenue	$ 3,592,947
Total Station Revenue	$ 3,776,098

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	19,891	0	125,804		370,400	516,095
Local and All Other Government			0		8,575	8,575
CPB		----------			980,765	980,765
PBS		----------				0
NPR		----------				0
Public Broadcasting Stations		----------			161	161
Individuals		----------			682,576	682,576
Businesses (For Profit Entities)	7,027	----------			58,525	65,552
Foundations (Not For Profit Entities)	5,110	----------			37,633	42,743
State and State Supported Colleges and Universities		167,809	0	-38,255	1,166,926	1,296,480
Private Colleges and Universities				0		0
All Other Sources		----------		177,807	5,344	183,151
Total Station Revenue	32,028	167,809	125,804	139,552	3,310,905	3,776,098

Comments

Question	Comment
Total Passive Revenue	Market did better in 2024
Total Revenue from: Local and All Other Government	less revenue from Local Govt this year
Total Indirect Support	less provided this year
Total Trade/In-Kind Revenue	less trade and in-kind this year
Total Revenue from: Businesses	less revene from businesses this year
Total Endowment Revenue	higher returns this year
Capital	PECO
All Other	consistent and less than prior 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)	1.00	168,082	----------	168,082
Finance and HR	3.00	94,777	----------	94,777
Administrative Support	2.00	79,675	----------	79,675

Total Corporate Management & Support	6.00	$ 342,534	$ 511,824	$ 854,358
Development				
Membership - Pledge/On-Air	0.25	$ 13,722	$ 152,175	$ 165,897
Membership - Direct Mail	0.25	$ 13,722	$ 23,901	$ 37,623
Membership - Telemarketing		$ 0	$	$ 0
Membership – Digital	0.25	$ 13,721	$ 0	$ 13,721
Membership - All Other	0.25	$ 13,721	$	$ 13,721
Major Giving	0.75	$ 71,828	$ 0	$ 71,828
Planned Giving	0.25	$ 23,943	$	$ 23,943
Capital Campaigns		$ 0	$	$ 0
Endowment Campaigns		$ 0	$	$ 0
Grant Solicitation (Competitive)		$ 0	$	$ 0
Total Development	2.00	$ 150,657	$ 176,076	$ 326,733
Auction				
Auction		$ 0	$	$ 0
Underwriting				
National Production Underwriting	0	$ 0	----------	$ 0
Local Production Underwriting	2.40	$ 119,810	----------	$ 119,810
Spot/Run of Schedule Underwriting	0.20	$ 7,762	----------	$ 7,762
Educational Services Underwriting	0.20	$ 16,650	----------	$ 16,650
Community Engagement Underwriting	0.10	$ 8,325	----------	$ 8,325
Special Event & Other Underwriting	0.20	$ 11,917	----------	$ 11,917
Total Underwriting	3.10	$ 164,464	$ 44,913	$ 209,377
Programming				
Program Acquisition	1.00	$ 60,634	$ 625,388	$ 686,022
Program Scheduling	1.00	$ 67,719	$ 168,939	$ 236,658
Total Programming	2.00	$ 128,353	$ 794,327	$ 922,680
Production				
National Broadcast Production	0	$ 0	$ 0	$ 0
Local Broadcast Production	8.20	$ 638,245	$ 128,015	$ 766,260
Contract Production & Services	0.50	$ 35,737	$ 0	$ 35,737
Non Broadcast Production (including Fixed Point to Point, Web, etc.)	3.80	$ 156,873	$ 0	$ 156,873
Total Production	12.50	$ 830,855	$ 128,015	$ 958,870
Content Distribution & Delivery (CD&D)				
Transmission/Distribution	0.25	$ 12,910	----------	$ 12,910
Operations (Master Control)	1.25	$ 93,762	----------	$ 93,762

Technical Maintenance	1.00	$ 50,439	----------	$ 50,439
Production Support	0.50	$ 5,554	----------	$ 5,554
Information Technology	2.50	$ 60,734	----------	$ 60,734
Total CD&D	5.50	$ 223,399	$ 300,604	$ 524,003
Educational Services and Community Engagement				
Educational Services	0.25	$ 7,236	$ 0	$ 7,236
Community Engagement	0.25	$ 7,237	$ 0	$ 7,237
Total Educational Services and Community Engagement	0.50	$ 14,473	$	$ 14,473
Marketing/ CRM				
Marketing, PR & Communications	0.25	$ 7,236	$	$ 7,236
Program Guide		$ 0	$	$ 0
Viewer & Member Services		$ 0	$	$ 0
Special Events	0.25	$ 7,237	$	$ 7,237
Total Customer/Relationship Management	0.50	$ 14,473	$ 0	$ 14,473
Other Activities & Services				
Other Activities & Services		$ 0	$ 32,028	$ 32,028
Total Station Expenses (Excluding Depreciation)	32.10	$ 1,869,208	$ 1,987,787	$ 3,856,995

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)

this is inkind provided to suppor the station's activities

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	$ 0
Development	$ 0
Auction	$
Underwriting	$ 0
Programming	$ 0
Production	$
CD&D	$ 0
Educational Services	$
Community Engagement	$ 0
Customer/Relationship Management	$
Other Activities & Services	$ 32,028
Total Station In-Kind Expenses	$ 32,028

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	$ 167,809
Total Station Indirect Support	$ 167,809
Total Station In-Kind Plus Indirect (Including Occupancy) Expenses	$ 199,837

3.6 Capital Expenses and Related Items

Jump to question: 3.6

	Capital Expenses ($)	Depreciation/ Amortization ($)	($) Funded Depreciation
Land and Buildings	$ 0	$ 121,370	$
Administrative and General Office Equipment	$	$	$
Production Equipment	$	$	$
CD&D and IT Equipment	$	$ 1,157	$
Production Content (Capitalization and Amortization of Shows/Content)	$	$	$
Other Capital Expenditures	$ 261,113	$ 90,242	$
Total	$ 261,113	$ 212,769	$ 0
Total Station Expenses (Including Depreciation)	----------	$ 4,069,764	----------

Comments

Question	Comment
Total Operating Expenses: Total Production	more staff this year was allocated to production than in the prior year
Total Operating Expenses: Total Educational Services and Community Outreach	fewer activities this year
Total Operating Expenses: Other Activities & Services	we allocated some costs to other activities this year

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)	$
Telecommunications and Utilities (excluding Transmitter Power)	$ 11,143
Consulting, Contracted & Outsourced Personnel and Services Fees	$ 66,446
Legal Fees	$
Accounting/Payroll Fees	$ 12,000
Governance and Advisory Board Expenses	$
Insurance - Property, Liability & Other Corporate (Non-Employee Benefits)	$
Facilities Maintenance	$ 5,903
Professional Development/Training (For All Staff)	$ 7,510
Indirect Support including Occupancy (Excluding Indirect Transmitter Power)	$ 167,809
Interest Expense	$
All Other Corporate Management & Support	$ 241,013
Total Corporate Management & Support	$ 511,824

Comments

Question	Comment
All Other Corporate Management & Support	inlcudes OH charges of 230,798

5.1 Membership Revenue (<$1,000)

Jump to question: 5.1

	New ($)	Renewal ($)	Re-join ($)	Add-Gift ($)	Total
Pledge/On Air	$ 38,903	$ 10,574	$ 12,933	$ 3,542	$ 65,952
Direct Mail	$ 7,370	$ 95,440	$ 21,386	$ 42,216	$ 166,412
Telemarketing	$ 25,717	$ 35,736	$ 15,097	$ 9,446	$ 85,996
Digital	$ 42,996	$ 47,012	$ 23,985	$ 11,110	$ 125,103
Other Membership Programs	$ 7,604	$ 180,721	$ 3,381	$ 4,597	$ 196,303
Total	$ 122,590	$ 369,483	$ 76,782	$ 70,911	$ 639,766

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

Jump to question: 5.2

	New (#)	Renewal (#)	Re-join (#)	Total	Add-Gift ((#))
Pledge/On Air	434	119	136	689	36
Direct Mail	178	1,023	354	1,555	565
Telemarketing	131	157	98	386	36
Digital	792	463	279	1,534	245
Other Membership Programs	92	1,949	48	2,089	50
Total	1,627	3,711	915	6,253	932

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	6,253	7,185	$ 639,766
$1,000 to $9,999	26	55	$ 45,510
$10,000 and above			$
Total	6,279	7,240	$ 685,276

5.4 Gift Type Detail

Jump to question: 5.4

	Total
Matching Gifts ($ Amount)	$
Sustainer Gifts (# of Donors)	3,022
Sustainer Gifts ($ Amount)	$ 263,100

5.5 Planned Giving Revenue Detail

Jump to question: 5.5

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

5.6 Endowment Fund Detail

Jump to question: 5.6

	Endowment Fund ($)
Value of Fund at start of Fiscal Year?	$ 3,373,731
New Endowment Contributions	$ -38,255
Realized Investment Gains	$ 21,179
Unrealized Investment Gains (Losses)	$ 156,628
Discretionary spending from the Endowment Fund	$ 0
Discretionary additions to the Endowment Fund	$
Value of Fund at end of Fiscal Year?	$ 3,513,283
Value of pledged gifts not yet received?	$

5.7 Development Expenses

Jump to question: 5.7

	Direct & In-Kind Expenses ($)
Premiums' Total	$ 45,623
Consulting, Contracted & Outsourced Personnel and Services Fees	$ 10,811
Other Expenses	$ 119,642
Total	$ 176,076

Comments

Question	Comment
Membership Expenses: Other Expenses	inlcudes credit card fees etc.

6.1 Underwriting Revenue Detail

Jump to question: 6.1

	Revenue ($)
National Production Underwriting	$
Local Production Underwriting	$
Spot/Run of Schedule Underwriting	$ 116,843
Educational Services Underwriting	$
Community Engagement Underwriting	$
Special Events/Other Underwriting	$
Total	$ 116,843

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		$
Businesses (For Profit Entities)	14	$ 55,213
Foundations (Not For Profit Entities)	36	$ 31,233
Government (Federal, State and Local and Other Gov't)	7	$ 10,529
All Other (CPB, PBS, NPR, Other Public Broadcasting Stations & Entities, Colleges & Universities, and All Other)	4	$ 19,868
Total	61	$ 116,843

6.4 Underwriting Detail - Expenses

Jump to question: 6.4

	Direct & In-Kind Expenses ($)
Consulting, Contracted & Outsourced Personnel and Services Fees	$ 21,158
Other Expenses	$ 23,755
Total	$ 44,913

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)?	120
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	----------	2,081.00	130.00
PBS Programs - PFP	----------	171.00	
PBS Programs - PBS Plus & Other	----------	4,021.00	729.00
PBS Programs - Total	$ 503,009	6,273.00	859.00
NETA	$ 4,404	78.00	1,176.00
BBC	$		
APT	$	605.00	5,709.00
Movie Packages (Other Distributors)	$		

All Other Program Acquisitions (Other Distributors)	$ 117,975	895.00	138.00
Local Productions	----------	419.00	
Total	$ 625,388	8,270.00	7,882.00

7.2 Program Acquisition & Scheduling Expenses

Jump to question: 7.2

	Direct & In-Kind Expenses ($)
Program Acquisitions	$ 625,388
Consulting, Contracted & Outsourced Personnel and Services Fees	$ 168,939
Other Expenses	$
Total	$ 794,327

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	$	$ 98,010	$
Other Expenses	$	$ 30,005	$
Total Production Services Expenses	$ 0	$ 128,015	$ 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		7.00	
Informational call-in broadcast			
News		59.00	
Public Affairs		54.00	
Arts and Culture		32.00	
Sports Programming			
Pledge Programs, Pledge Breaks & Auction			
Educational		1.50	
All Other Productions		265.50	
Total Number of Hours		419.00	
Total Hours using Closed-Captioning		419.00	
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)	$ 146,864
CD&D and IT Equipment, Replacement Parts and Software (Non-Capital)	$ 118,963
Technical, Software and Hardware Support (All CD&D and IT Maintenance Agreements and Support Costs)	$
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	$ 34,777
Total	$ 300,604

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	----------	24

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	$
Other Expenses	$
Total	$ 0

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)	3,224.00		
K-12 Educational resources			
Adult Basic Education-English			
Adult Basic Education - Other than English			
Teacher professional development			
Other			
Total	3,224.00		

10.5 Educational Workshops

Jump to question: 10.5

	# of Workshops	Total # of Attendees
Ready to Learn		

Other Pre-K Teacher Professional Development/Training	3	10
Other K-12 Teacher Professional Development/Training		
Other Pre-service Teacher Professional Development/Training		
Other College/University Faculty Professional Development/Training		
Other Professional Development/Training	3	25
Total	6	35

Comments

Question	Comment
No Comments for this section	

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	$
Other Expenses	$
Total	$ 0

Comments

Question	Comment
No Comments for this section	