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	$ 2,344,252	$ 2,163,164
Accounts Receivables	$	$ 0
All Other Current Assets	$ 2,415,884	$ 2,971,896
All Non-Current Assets	$ 2,777,076	$ 2,615,278
Total Assets	$ 7,537,212	$ 7,750,338
Total Deferred Outflow of Resources (TDOR)	$ 0	$
Liabilities		
Accounts Payables	$	$
All Other Current Liabilities	$ 35,981	$ 40,592
Pensions and Other Postemployment Benefits (Non Current)	$ 0	$
All Other Long Term Liabilities	$	$
Total Liabilities	$ 35,981	$ 40,592
Total Deferred Inflow of Resources (TDIR)	$	$
Net Assets		
Invested in Capital Assets (Net of Related Debt)	$ 2,777,076	$ 2,615,278
Restricted Net Assets	$ 2,493,719	$ 2,283,402
Unrestricted Net Assets	$ 2,230,436	$ 2,811,066
Total Net Assets	$ 7,501,231	$ 7,709,746
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
No Comments for this section	

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	$ 5,011
Interest and Dividends: Endowment	$ 3
Realized Gains (Losses) on Marketable Securities Transactions: Non-Endowment	$ 5,066
Realized Gains (Losses) on Marketable Securities Transactions: Endowment	$ 0
Unrealized Gains (Losses) on Marketable Securities Transactions: Non-Endowment	$
Unrealized Gains (Losses) on Marketable Securities Transactions: Endowment	$ 51,647
Total Passive Revenue	$ 61,727
Non-Passive Revenue	
CPB CSG	$ 866,595
Membership (Contributions < $1,000)	$ 546,100
Major Giving (Contributions >= $1,000)	$ 88,452
Planned Giving (Realized)	$ 0
Capital	$
Endowment	$ 0
Grant Solicitation (Competitive)	$
Production Underwriting	$ 0
Spot/Run of Schedule Underwriting	$ 137,524
All Other Underwriting	$ 0
Contract Production & Services	$ 352,062
Content Distribution Activities	$ 0
Program Guide	$
Auction	$
Subsidiaries	$
State Government Appropriation (Unrestricted)	$
All Other	$ 1,859,174
Total Non-Passive Revenue	$ 3,849,907
Total Station Revenue	$ 3,911,634

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	$	----------	$	$	$	$ 0

(Non-CPB)						
State Government					320,400	320,400
Local and All Other Government						0
CPB		----------			1,182,287	1,182,287
PBS		----------				0
NPR		----------				0
Public Broadcasting Stations		----------				0
Individuals		----------			678,891	678,891
Businesses (For Profit Entities)	20,653	----------			489,586	510,239
Foundations (Not For Profit Entities)		----------				0
State and State Supported Colleges and Universities		418,913			734,433	1,153,346
Private Colleges and Universities						0
All Other Sources		----------	0	51,650	14,821	66,471
Total Station Revenue	20,653	418,913	0	51,650	3,420,418	3,911,634

Comments

Question	Comment
All Other	Includes $1,152,000 in direct and indirect support from the University of Florida, and the assistance received from CPB outside of the CSG grant.
Total Passive Revenue	Decline in passive revenue is due to the poor market performance in the second half of the fiscal year.
All Other Revenue from: Businesses	Decrease due to production revenue being almost completely shutdown for the last quarter of the year due to covid.
All Other Revenue from: State and State Supported Colleges and Universities	Large decrease due to the new indirect support calculation method.

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)	0.50	109,458	----------	109,458
Finance and HR	0.50	50,822	----------	50,822
Administrative Support	0.50	21,225	----------	21,225

Total Corporate Management & Support	1.50	$ 181,505	$ 245,700	$ 427,205
Development				
Membership - Pledge/On-Air	1.00	$ 74,898	$ 81,265	$ 156,163
Membership - Direct Mail	0.50	$ 28,677	$ 45,374	$ 74,051
Membership - Telemarketing		$ 0	$	$ 0
Membership - Web/Online Fundraising		$ 0	$	$ 0
Membership - All Other		$ 0	$ 73,430	$ 73,430
Major Giving		$ 0	$	$ 0
Planned Giving		$ 0	$	$ 0
Capital Campaigns		$ 0	$	$ 0
Endowment Campaigns		$ 0	$	$ 0
Grant Solicitation (Competitive)		$ 0	$	$ 0
Total Development	1.50	$ 103,575	$ 200,069	$ 303,644
Auction				
Auction		$ 0	$	$ 0
Underwriting				
National Production Underwriting	0	$ 0	----------	$ 0
Local Production Underwriting	0	$ 0	----------	$ 0
Spot/Run of Schedule Underwriting	1.50	$ 140,027	----------	$ 140,027
Educational Services Underwriting	0	$ 0	----------	$ 0
Community Engagement Underwriting	0	$ 0	----------	$ 0
Special Event & Other Underwriting	0	$ 0	----------	$ 0
Total Underwriting	1.50	$ 140,027	$ 19,110	$ 159,137
Programming				
Program Acquisition		$ 0	$ 777,506	$ 777,506
Program Scheduling		$ 0	$	$ 0
Total Programming		$ 0	$ 777,506	$ 777,506
Production				
National Broadcast Production	0	$ 0	$ 0	$
Local Broadcast Production	8.00	$ 538,227	$ 19,207	$ 557,434
Contract Production & Services		$ 0	$	$ 0
Non Broadcast Production (including Fixed Point to Point, Web, etc.)	0	$ 0	$ 0	$
Total Production	8.00	$ 538,227	$ 19,207	$ 557,434
Content Distribution & Delivery (CD&D)				
Transmission/Distribution	4.00	$ 360,466	----------	$ 360,466
Operations (Master Control)	3.00	$ 192,488	----------	$ 192,488

Technical Maintenance	0	$ 0	----------	$ 0
Production Support	1.00	$ 69,378	----------	$ 69,378
Information Technology	0	$ 0	----------	$ 0
Total CD&D	8.00	$ 622,332	$ 259,682	$ 882,014
Educational Services and Community Engagement				
Educational Services	0	$ 0	$ 0	$
Community Engagement	0	$ 0	$ 14,400	$ 14,400
Total Educational Services and Community Engagement		$ 0	$ 14,400	$ 14,400
Marketing/ CRM				
Marketing, PR & Communications	0.50	$ 40,226	$ 0	$ 40,226
Program Guide		$ 0	$	$ 0
Viewer & Member Services		$ 0	$	$ 0
Special Events		$ 0	$	$ 0
Total Customer/Relationship Management	0.50	$ 40,226	$ 0	$ 40,226
Other Activities & Services				
Other Activities & Services		$ 0	$	$ 0
Total Station Expenses (Excluding Depreciation)	21.00	$ 1,625,892	$ 1,535,674	$ 3,161,566

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

3.5 Indirect Support Expense Detail

Jump to question: 3.5

	Indirect Expenses $
Indirect Support - Occupancy	$ 205,688
Indirect Support-Transmitter Power	$ 213,225
Indirect Support - All Other Expenses	$
Total Station Indirect Support	$ 418,913
Total Station In-Kind Plus Indirect (Including Occupancy) Expenses	$ 418,913

3.6 Capital Expenses and Related Items

Jump to question: 3.6

	Capital Expenses ($)	Depreciation/ Amortization ($)	($) Funded Depreciation
Land and Buildings	$	$	$
Administrative and General Office Equipment	$	$ 65,793	$ 0
Production Equipment	$ 0	$ 78,242	$ 0
CD&D and IT Equipment	$ 0	$ 79,689	$
Production Content (Capitalization and Amortization of Shows/Content)	$	$	$
Other Capital Expenditures	$	$	$
Total	$ 0	$ 223,724	$ 0
Total Station Expenses (Including Depreciation)	----------	$ 3,385,290	----------

Comments

Question	Comment
Direct, Indirect & In-Kind Expenses: Total Station	Reduction due to the new indirect cost calculation method.

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)	$ 18,459
Consulting, Contracted & Outsourced Personnel and Services Fees	$

Legal Fees	$
Accounting/Payroll Fees	$ 20,425
Governance and Advisory Board Expenses	$
Insurance - Property, Liability & Other Corporate (Non-Employee Benefits)	$ 1,128
Facilities Maintenance	$ 0
Professional Development/Training (For All Staff)	$
Indirect Support including Occupancy (Excluding Indirect Transmitter Power)	$ 205,688
Interest Expense	$
All Other Corporate Management & Support	$
Total Corporate Management & Support	$ 245,700

Comments

Question	Comment
Total Corporate Management & Support Expenses	Large reduction due to the new indirect cost calculation.

5.1 Membership Revenue (<$1,000)

Jump to question: 5.1

	New ($)	Renewal ($)	Re-join ($)	Add-Gift ($)	Total
Pledge/On Air	$ 85,506	$ 54,307	$ 45,724	$ 33,476	$ 219,013
Direct Mail	$ 4,435	$ 93,748	$ 26,940	$ 50,449	$ 175,572
Telemarketing	$ 55	$ 1,125	$ 875	$ 50	$ 2,105
Web/Online	$ 22,990	$ 6,152	$ 7,203	$ 1,681	$ 38,026
Other Membership Programs	$ 11,438	$ 87,942	$ 5,623	$ 6,381	$ 111,384
Total	$ 124,424	$ 243,274	$ 86,365	$ 92,037	$ 546,100

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

Jump to question: 5.2

	New (#)	Renewal (#)	Re-join (#)	Total	Add-Gift ((#))
Pledge/On Air	847	400	423	1,670	337
Direct Mail	103	1,131	474	1,708	806
Telemarketing	1	6	13	20	1
Web/Online	615	86	150	851	102
Other Membership Programs	157	745	56	958	100
Total	1,723	2,368	1,116	5,207	1,346

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	5,207	6,553	$ 546,100
$1,000 to $9,999	10	10	$ 16,421
$10,000 and above	3	3	$ 72,031
Total	5,220	6,566	$ 634,552

5.4 Gift Type Detail

Jump to question: 5.4

	Total
Matching Gifts ($ Amount)	$
Sustainer Gifts (# of Donors)	1,981

Sustainer Gifts ($ Amount)	$ 171,219

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?	$ 2,665,425
New Endowment Contributions	$ 0
Realized Investment Gains	$ 3
Unrealized Investment Gains (Losses)	$ 51,647
Discretionary spending from the Endowment Fund	$
Discretionary additions to the Endowment Fund	$
Value of Fund at end of Fiscal Year?	$ 2,717,075
Value of pledged gifts not yet received?	$

5.7 Development Expenses

Jump to question: 5.7

	Direct & In-Kind Expenses ($)
Premiums' Total	$ 61,005
Consulting, Contracted & Outsourced Personnel and Services Fees	$ 71,886
Other Expenses	$ 67,178
Total	$ 200,069

Comments

Question	Comment
No Comments for this section	

6.1 Underwriting Revenue Detail

Jump to question: 6.1

	Revenue ($)
National Production Underwriting	$ 0
Local Production Underwriting	$ 0
Spot/Run of Schedule Underwriting	$ 137,524
Educational Services Underwriting	$ 0
Community Engagement Underwriting	$ 0
Special Events/Other Underwriting	$ 0
Total	$ 137,524

6.2 Production Underwriter Detail (National and Local Production Underwriting)

Jump to question: 6.2

	Total # of Underwriters	Revenue ($)
Individuals		$
Businesses (For Profit Entities)	0	$ 0
Foundations (Not For Profit Entities)	0	$ 0
Government (Federal, State and Local and Other Gov't)	0	$ 0

All Other (CPB, PBS, NPR, Other Public Broadcasting Stations & Entities, Colleges & Universities, and All Other)	0	$ 0
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)	24	$ 69,458
Foundations (Not For Profit Entities)	9	$ 22,775
Government (Federal, State and Local and Other Gov't)	3	$ 28,230
All Other (CPB, PBS, NPR, Other Public Broadcasting Stations & Entities, Colleges & Universities, and All Other)	5	$ 17,061
Total	41	$ 137,524

6.4 Underwriting Detail - Expenses

Jump to question: 6.4

	Direct & In-Kind Expenses ($)
Consulting, Contracted & Outsourced Personnel and Services Fees	$ 19,110
Other Expenses	$
Total	$ 19,110

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)?	79
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	----------	5,649.00	390.00
PBS Programs - PFP	----------		
PBS Programs - PBS Plus & Other	----------	726.00	683.00
PBS Programs - Total	$ 689,756	6,375.00	1,073.00
NETA	$ 4,389	107.00	1,368.00
BBC	$		
APT	$ 16,224	708.00	5,319.00
Movie Packages (Other Distributors)	$		
All Other Program Acquisitions (Other Distributors)	$ 67,137	1,089.00	8,001.00
Local Productions	----------	67.00	
Total	$ 777,506	8,346.00	15,761.00

7.2 Program Acquisition & Scheduling Expenses

Jump to question: 7.2

	Direct & In-Kind Expenses ($)
Program Acquisitions	$ 777,506
Consulting, Contracted & Outsourced Personnel and Services Fees	$
Other Expenses	$
Total	$ 777,506

7.3 PBS Program Differentiation

Jump to question: 7.3

Are you a PBS PDP Station? No

7.4 Ratings Data and Market Data

Jump to question: 7.4

2019

Total Area Population Households (#)	
Estimated Total Commercial TV Ad Revenue ($)	

Comments

Question	Comment
Hours of Programming Aired on All Other Broadcast Channels (#): All Other Program Acquisitions (Other Distributors)	5.3 is now 24/7 Florida Channel

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	$	$ 7,728	$
Other Expenses	$	$ 11,479	$
Total Production Services Expenses	$ 0	$ 19,207	$ 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			
Informational call-in broadcast			
News		46.00	
Public Affairs		13.00	
Arts and Culture		1.00	
Sports Programming			
Pledge Programs, Pledge Breaks & Auction		4.00	
Educational			
All Other Productions		3.00	
Total Number of Hours		67.00	
Total Hours using Closed-Captioning			
Total Hours using the SAP Channel			

Comments

Question	Comment
Total # of Local Production Hours: All Other	UF Homecoming Parade

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)	$
CD&D and IT Equipment, Replacement Parts and Software (Non-Capital)	$ 34,229
Technical, Software and Hardware Support (All CD&D and IT Maintenance Agreements and Support Costs)	$ 12,228
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	$ 213,225
Interconnection Expenses	$
Other Expenses	$
Total	$ 259,682

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

Question	Comment
No Comments for this section	

10.1 Educational Services Revenue

Jump to question: 10.1

	Revenue ($)
Federal Grants	$
Underwriting for Educational Services	$ 0
Corporate/Foundation Giving	$
Fee-For-Service or Entrepreneurial Services	$
State Government Funding	$ 320,400
Other Revenue Generated by Educational Services	$
Total	$ 320,400

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)	2,624.00	270.00	
K-12 Educational resources			
Adult Basic Education-English			
Adult Basic Education - Other than English			
Teacher professional development			
Other	392.00		
Total	3,016.00	270.00	

10.5 Educational Workshops

Jump to question: 10.5

	# of Workshops	Total # of Attendees
Ready to Learn		

Other Pre-K Teacher Professional Development/Training		
Other K-12 Teacher Professional Development/Training	1	50
Other Pre-service Teacher Professional Development/Training	0	
Other College/University Faculty Professional Development/Training	4	20
Other Professional Development/Training	1	400
Total	6	470

Comments

Question	Comment
# of Hours of Educational Programming Aired on All Other Broadcast Channels: PBS Kids M-F	Aired PBS At Home programming jul-aug
# of Hours of Educational Prgramming Aired on Main Broadcast Channel: Main	provided At Home Learning programming-Pandemic

11.1 Community Engagement Revenue

Jump to question: 11.1

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

11.2 Community Engagement Expenses

Jump to question: 11.2

	Direct & In-Kind Expenses ($)
Consulting, Contracted & Outsourced Personnel and Services Fees	$ 14,400
Other Expenses	$
Total	$ 14,400

Comments

Question	Comment
No Comments for this section	