PUBLIC MEDIA
FINANCIAL AND OPERATIONAL RESULTS
FY 2017

PMBA – Long Beach, CA 2018
Agenda

- Public Media Overview
- Radio Revenue and Funding Type
- Radio Expenses Trends
- TV Revenue and Funding Type
  - Funding from Public Institution
  - Funding from Private Sector
    - Individuals
    - Corporations
- TV Expenses and Financial Results
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# Public Media: CPB Grantees

## System

<table>
<thead>
<tr>
<th>Radio</th>
<th>Grantees</th>
<th>Stations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community</td>
<td>175</td>
<td>491</td>
</tr>
<tr>
<td>Institutional Licensees</td>
<td>233</td>
<td>671</td>
</tr>
<tr>
<td>Local Authority</td>
<td>34</td>
<td>54</td>
</tr>
<tr>
<td>State</td>
<td>12</td>
<td>83</td>
</tr>
<tr>
<td>University</td>
<td>187</td>
<td>534</td>
</tr>
<tr>
<td><strong>Grand Total</strong></td>
<td><strong>572</strong></td>
<td><strong>1,162</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TV</th>
<th>Grantees</th>
<th>Stations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community</td>
<td>84</td>
<td>140</td>
</tr>
<tr>
<td>Institutional Licensees</td>
<td>80</td>
<td>219</td>
</tr>
<tr>
<td>Local Authority</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>State</td>
<td>20</td>
<td>123</td>
</tr>
<tr>
<td>University</td>
<td>54</td>
<td>90</td>
</tr>
<tr>
<td><strong>Grand Total</strong></td>
<td><strong>572</strong></td>
<td><strong>359</strong></td>
</tr>
</tbody>
</table>

### 572 CPB Grantees

### 1,521+ Stations

### 78 Joint licensees

TV grantee joined with 1 or more Radio grantees (Total of 112 Radio Grantees)
Grantees by Revenue Size

**Number (%) of TV Grantee by Size**

- **Small (<$5 million)**: 75 (46%)
- **Medium ($5 to $10 million)**: 40 (24%)
- **Large (>10 million)**: 49 (30%)

**Number (%) of Radio Grantee by Size**

- **Small (<$1 million)**: 194 (48%)
- **Medium ($1 to $3 million)**: 126 (31%)
- **Large (>3 million)**: 88 (22%)
Total Stations’ Staff

![Bar chart showing the number of Total Stations’ Staff for Radio and Television from 2013 to 2017.](chart.png)
Staff: Ethnic Diversity

STAFF ETHNIC DIVERSITY

- Minority: 24%
- Non Minority: 76%

% of Minority Staff

- 2013: 21.3%
- 2014: 21.2%
- 2015: 21.5%
- 2016: 22.4%
- 2017: 23.9%
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Revenue (Excluding top 2)

Radio Cash Revenue grew by 18% Since 2013, adding more than $154 million in Revenue
Revenue Growth by Grantee Size

5 Years Revenue Trends Growth

- Larger (88 Grantees) 24%
- Medium (126 Grantees) 11%
- Smaller (194 Grantees) -4%
Main Funding Type Trends

Top 2 largest grantees are excluded from these figures:

- System
- Radio
- TV

### Corporations

- 2013: $40
- 2017: $44

### Top Grantees

- State & Local
- University
- Foundation
- Business
- Individuals

- $84
- $83
- $82
- $102
- $165
- $190
- $367
- $468

**Incremental Changes:**
- +10%
- -1%
- +25%
- +15%
- +27%
Main Funding Type: Detail Trends

Top 2 largest grantees are excluded from these figures

State & Local

<table>
<thead>
<tr>
<th>Year</th>
<th>Larger</th>
<th>Medium</th>
<th>Smaller</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY13</td>
<td>$18</td>
<td>$12</td>
<td>$10</td>
</tr>
<tr>
<td>FY17</td>
<td>$21</td>
<td>$15</td>
<td>$8</td>
</tr>
</tbody>
</table>

University Funding

<table>
<thead>
<tr>
<th>Year</th>
<th>Larger</th>
<th>Medium</th>
<th>Smaller</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY13</td>
<td>$37</td>
<td>$30</td>
<td>$17</td>
</tr>
<tr>
<td>FY17</td>
<td>$35</td>
<td>$31</td>
<td>$17</td>
</tr>
</tbody>
</table>
Main Funding Type: Detail Trends

Top 2 largest grantees are excluded from these figures

**Funding from Corporations**
- **Larger**:
  - FY13: $183
  - FY17: $219
  - Change: +20%
- **Medium**:
  - FY13: $45
  - FY17: $52
  - Change: +15%
- **Smaller**:
  - FY13: $19
  - FY17: $21
  - Change: 11%

**Funding from Individuals**
- **Larger**:
  - FY13: $267
  - FY17: $357
  - Change: +34%
- **Medium**:
  - FY13: $76
  - FY17: $86
  - Change: +13%
- **Smaller**:
  - FY13: $29
  - FY17: $29
  - Change: -1%
Expenses Trends & Variance

Top 2 largest grantees are excluded from these figures
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- **TV Total Revenue and Funding Type**
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Revenue (excluding top 3)

Cash Revenue grew by 10% in 5 years, but remained relatively flat since 2015.
Revenue by Grantee Size

Top 3 largest grantees are excluded from these figures

**System**

**Radio**

**TV**

- **Larger (46 grantees)**: $821 (2017), $704 (2013), +17%
- **Medium (40 grantees)**: $257 (2017), $249 (2013), +3%
- **Smaller (75 grantees)**: $193 (2017), $204 (2013), -5%
5 Years Revenue Growth FY13-17

- 48% with revenue growth
- 62% with revenue growth
- 82% with revenue growth

Top 3 largest grantees are excluded from these figures.
Main Funding Type Trends

Top 3 largest grantees are excluded from these figures

*Federal= Direct Federal grants, does not include CPB
Main Funding Type Trends

Top 3 largest grantees are excluded from these figures

Funding from Public Institutions
- Federal: $32 to $22 (-32%)
- State & Local: $237 to $275 (+16%)
- University: $76 to $65 (-15%)
- Foundation: $91 to $111 (+22%)
- Business: $113 to $112 (-1%)
- Individuals: $355 to $422 (+19%)

Funding from Private Sector

Corporations
Public Media Overview

Radio Total Revenue and Funding Type

Radio Expenses Trends

TV Total Revenue and Funding Type
- Funding from Public Institutions
- Funding from Private Sector
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TV Expenses and Financial Results
Revenue from Institutions: Trends by Grantee Size

Top 3 largest grantees are excluded from these figures

Larger (46 Grantees)

Medium (40 Grantees)

Smaller (75 Grantees)

Note: Federal = Direct Federal grants, does not include CPB
Revenue from Institutions: Trends by Grantee Size

Top 3 largest grantees are excluded from these figures

- Larger (46 grantees)
- Medium (40 grantees)
- Smaller (75 grantees)

Note: Federal = Direct Federal grants, does not include CPB
Revenue from Institutions: Trends by Grantee Size

Top 3 largest grantees are excluded from these figures.

LARGER (46 grantees)

MEDIUM (40 grantees)

SMALLER (75 grantees)

Note: Federal = Direct Federal grants, does not include CPB.
Revenue from Institutions: Trends by Grantee Size

**LARGER**
(46 GRANTEES)

**MEDIUM**
(40 GRANTEES)

**SMALLER**
(75 GRANTEES)

Note: Federal = Direct Federal grants, does not include CPB
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Revenue from Individuals: Membership

Larger Institutional Licensees Membership revenue up by 23% vs. 18% for Larger Community Licensees

Top 3 largest grantees are excluded from these figures
Revenue from Individuals: Membership

Top 3 largest grantees are excluded from these figures.
Revenue from Individuals: Major Giving

For Larger grantees, almost 80% of the increase in Major giving is driven by Larger Community Licensee
Revenue from Individuals: Major Giving

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Types of Revenue from Corporations

- Underwriting
- Grants and Gifts
- Fees for Services
- Licensing Agreements
- Rental Income
- Others

Entrepreneurial
Revenue From Corporations: Underwriting

Top 3 largest grantees are excluded from these figures
Revenue From Corporations: Grants and Gifts

Top 3 largest grantees are excluded from these figures.
Revenue From Corporations: Entrepreneurial Revenue

Top 3 largest grantees are excluded from these figures.
Public Media Overview

Radio Total Revenue and Funding Type

Radio Expenses Trends

TV Total Revenue and Funding Type

- Funding from Public Institution
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TV Expenses and Financial Results
Expenses Trends: Larger

(46 Grantees = 21+25)

Top 3 largest grantees are excluded from these figures.
Expenses Trends: Medium

(40 Grantees = 22+18)

Top 3 largest grantees are excluded from these figures.
Expenses Trends: Smaller

(75 Grantees: 38+37)

Top 3 largest grantees are excluded from these figures
Capital Revenue & Expenses

Top 3 largest grantees are excluded from these figures

**Capital Revenue and Expenses 2017**

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Depreciation</td>
<td>$120,676,850</td>
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<tr>
<td>Funded Depreciation</td>
<td>$4,198,546</td>
</tr>
<tr>
<td>Depreciation Funding Deficit</td>
<td>(116,478,304)</td>
</tr>
</tbody>
</table>

**Depreciation Categories**

- Land & Building
- Equipments
Debt Level

Top 3 largest grantees are excluded from these figures

LARGER
(46 GRANTEES)

MEDIUM
(40 GRANTEES)

SMALLER
(75 GRANTEES)
Change in Net Assets FY16-FY17 (Surplus or Deficit)

Top 3 largest grantees are excluded from these figures

- **Larger**: Surplus 67%
- **Medium**: Surplus 60%
- **Smaller**: Surplus 39%
Questions, Comments...