

Schedule A
WHA-TV (1896)
Madison, WI

NFFS Excluded?

If you have an NFFS Exclusion, please click the "NFFS X" button, and enter your NFFS data.

		2016 data	2017 data	Revision
Source of Income				
1. Amounts provided directly by federal government agencies				
		\$341,027	\$201,802	\$
A. Grants for facilities and other capital purposes (PTFP and others)				
		\$0	\$0	\$
B. Department of Education				
		\$0	\$0	\$
C. Department of Health and Human Services				
		\$0	\$0	\$
D. National Endowment for the Arts and Humanities				
		\$24,503	\$10,170	\$
Variance greater than 25%.				
E. National Science Foundation				
		\$59,000	\$0	\$
Variance greater than 25%.				
F. Other Federal Funds (specify)				
		\$257,524	\$191,632	\$
	Description	Amount	Revision	
	Institute of Museum and Library Sciences	\$49,955	\$	
	Indirect Cost funds from UW- Extension for Innovation Projects	\$141,677	\$	
Variance greater than 25%.				
2. Amounts provided by Public Broadcasting Entities				
		\$1,883,362	\$1,818,760	\$
A. CPB - Community Service Grants				
		\$1,533,124	\$1,541,803	\$
B. CPB - all other funds from CPB (e.g. DDF, RTL, Programming Grants)				
		\$308,180	\$154,574	\$
Variance greater than 25%.				
C. PBS - all payments except copyright royalties and other pass-through payments. See Guidelines for details.				
		\$38,182	\$0	\$
Variance greater than 25%.				
D. NPR - all payments except pass-through payments. See Guidelines for details.				
		\$0	\$0	\$
E. Public broadcasting stations - all payments				
		\$3,876	\$122,383	\$
Variance greater than 25%.				
F. Other PBE funds (specify)				
		\$0	\$0	\$
3. Local boards and departments of education or other local government or agency sources				
		\$797	\$2,843	\$

3.1 NFFS Eligible	\$0	\$2,000	\$
A. Program and production underwriting	\$0	\$0	\$
B. Grants and contributions other than underwriting	\$0	\$2,000	\$
C. Appropriations from the licensee	\$0	\$0	\$
D. Gifts and grants for facilities and equipment as restricted by the donor or received through a capital campaign (Radio only)	\$0	\$0	\$
E. Gifts and grants received through a capital campaign but not for facilities and equipment	\$0	\$0	\$
F. Other income eligible as NFFS (specify)	\$0	\$0	\$
3.2 NFFS Ineligible	\$797	\$843	\$
A. Rental income	\$0	\$0	\$
B. Fees for services	\$0	\$0	\$
C. Licensing fees (not royalties – see instructions for Line 15)	\$0	\$0	\$
D. Gifts and grants for facilities and equipment as restricted by the donor or received through a capital campaign (TV only)	\$0	\$0	\$
E. Other income ineligible for NFFS inclusion	\$797	\$843	\$
Description	Amount	Revision	
Purchase of premiums	\$843	\$	

4. State boards and departments of education or other state government or agency sources	\$138,426	\$0	\$
4.1 NFFS Eligible	\$0	\$0	\$
A. Program and production underwriting	\$0	\$0	\$
B. Grants and contributions other than underwriting	\$0	\$0	\$
C. Appropriations from the licensee	\$0	\$0	\$
D. Gifts and grants for facilities and equipment as restricted by the donor or received through a capital campaign (Radio only)	\$0	\$0	\$
E. Gifts and grants received through a capital campaign but not for facilities and equipment	\$0	\$0	\$
F. Other income eligible as NFFS (specify)	\$0	\$0	\$
4.2 NFFS Ineligible	\$138,426	\$0	\$

Variance greater than 25%.

A. Rental income	\$0	\$0	\$
B. Fees for services	\$0	\$0	\$
C. Licensing fees (not royalties – see instructions for Line 15)	\$0	\$0	\$
D. Gifts and grants for facilities and equipment as restricted by the donor or received through a capital campaign (TV only)	\$132,924	\$0	\$

Variance greater than 25%.

E. Other income ineligible for NFFS inclusion	\$5,502	\$0	\$
---	---------	-----	----

Variance greater than 25%.

5. State colleges and universities	\$4,404,017	\$4,140,361	\$
------------------------------------	-------------	-------------	----

5.1 NFFS Eligible	\$4,287,929	\$4,057,011	\$
-------------------	-------------	-------------	----

A. Program and production underwriting	\$11,779	\$0	\$
--	----------	-----	----

Variance greater than 25%.

B. Grants and contributions other than underwriting	\$0	\$0	\$
---	-----	-----	----

C. Appropriations from the licensee	\$4,276,150	\$4,051,571	\$
-------------------------------------	-------------	-------------	----

D. Gifts and grants for facilities and equipment as restricted by the donor or received through a capital campaign (Radio only)	\$0	\$0	\$
---	-----	-----	----

E. Gifts and grants received through a capital campaign but not for facilities and equipment	\$0	\$0	\$
--	-----	-----	----

F. Other income eligible as NFFS (specify)	\$0	\$5,440	\$
--	-----	---------	----

Description	Amount	Revision
Production for Journalism Class	\$5,440	\$

5.2 NFFS Ineligible	\$116,088	\$83,350	\$
---------------------	-----------	----------	----

Variance greater than 25%.

A. Rental income	\$0	\$0	\$
------------------	-----	-----	----

B. Fees for services	\$112,888	\$81,645	\$
----------------------	-----------	----------	----

Variance greater than 25%.

C. Licensing fees (not royalties – see instructions for Line 15)	\$0	\$0	\$
--	-----	-----	----

D. Gifts and grants for facilities and equipment as restricted by the donor or received through a capital campaign (TV only)	\$0	\$0	\$
--	-----	-----	----

E. Other income ineligible for NFFS inclusion	\$3,200	\$1,705	\$
---	---------	---------	----

Description	Amount	Revision
Sale of Premiums	\$1,705	\$

Variance greater than 25%.

6. Other state-supported colleges and universities	\$2,812	\$2,877	\$
--	---------	---------	----

6.1 NFFS Eligible	\$0	\$0	\$
-------------------	-----	-----	----

A. Program and production underwriting	\$0	\$0	\$
--	-----	-----	----

B. Grants and contributions other than underwriting	\$0	\$0	\$
---	-----	-----	----

C. Appropriations from the licensee	\$0	\$0	\$
-------------------------------------	-----	-----	----

D. Gifts and grants for facilities and equipment as restricted by the donor or received through a capital campaign (Radio only)	\$0	\$0	\$
---	-----	-----	----

E. Gifts and grants received through a capital campaign but not for facilities and equipment	\$0	\$0	\$
F. Other income eligible as NFFS (specify)	\$0	\$0	\$
6.2 NFFS Ineligible	\$2,812	\$2,877	\$
A. Rental income	\$0	\$0	\$
B. Fees for services	\$0	\$0	\$
C. Licensing fees (not royalties – see instructions for Line 15)	\$0	\$0	\$
D. Gifts and grants for facilities and equipment as restricted by the donor or received through a capital campaign (TV only)	\$0	\$0	\$
E. Other income ineligible for NFFS inclusion	\$2,812	\$2,877	\$
Description	Amount	Revision	
Fee for service	\$2,877	\$	
7. Private colleges and universities	\$0	\$0	\$
7.1 NFFS Eligible	\$0	\$0	\$
A. Program and production underwriting	\$0	\$0	\$
B. Grants and contributions other than underwriting	\$0	\$0	\$
C. Appropriations from the licensee	\$0	\$0	\$
D. Gifts and grants for facilities and equipment as restricted by the donor or received through a capital campaign (Radio only)	\$0	\$0	\$
E. Gifts and grants received through a capital campaign but not for facilities and equipment	\$0	\$0	\$
F. Other income eligible as NFFS (specify)	\$0	\$0	\$
7.2 NFFS Ineligible	\$0	\$0	\$
A. Rental income	\$0	\$0	\$
B. Fees for services	\$0	\$0	\$
C. Licensing fees (not royalties – see instructions for Line 15)	\$0	\$0	\$
D. Gifts and grants for facilities and equipment as restricted by the donor or received through a capital campaign (TV only)	\$0	\$0	\$
E. Other income ineligible for NFFS inclusion	\$0	\$0	\$
8. Foundations and nonprofit associations	\$326,759	\$482,451	\$
8.1 NFFS Eligible	\$194,287	\$346,319	\$
Variance greater than 25%.			
A. Program and production underwriting	\$134,287	\$257,819	\$
Variance greater than 25%.			
B. Grants and contributions other than underwriting	\$60,000	\$88,500	\$

Variance greater than 25%.

C. Gifts and grants for facilities and equipment as restricted by the donor or received through a capital campaign (Radio only)	\$0	\$0	\$
D. Gifts and grants received through a capital campaign but not for facilities and equipment	\$0	\$0	\$
E. Other income eligible as NFFS (specify)	\$0	\$0	\$
8.2 NFFS Ineligible	\$132,472	\$136,132	\$
A. Rental income	\$0	\$0	\$
B. Fees for services	\$3,183	\$15,353	\$

Variance greater than 25%.

C. Licensing fees (not royalties – see instructions for Line 15)	\$0	\$0	\$
D. Gifts and grants for facilities and equipment as restricted by the donor or received through a capital campaign (TV only)	\$0	\$0	\$
E. Other income ineligible for NFFS inclusion	\$129,289	\$120,779	\$

Description	Amount	Revision
Sale of Books	\$120,779	\$

9. Business and Industry	\$427,499	\$545,796	\$
9.1 NFFS Eligible	\$254,035	\$386,305	\$

Variance greater than 25%.

A. Program and production underwriting	\$254,035	\$385,305	\$
--	-----------	-----------	----

Variance greater than 25%.

B. Grants and contributions other than underwriting	\$0	\$1,000	\$
C. Gifts and grants for facilities and equipment as restricted by the donor or received through a capital campaign (Radio only)	\$0	\$0	\$
D. Gifts and grants received through a capital campaign but not for facilities and equipment	\$0	\$0	\$
E. Other income eligible as NFFS (specify)	\$0	\$0	\$
9.2 NFFS Ineligible	\$173,464	\$159,491	\$
A. Rental income	\$0	\$0	\$
B. Fees for services	\$171,190	\$158,445	\$
C. Licensing fees (not royalties – see instructions for Line 15)	\$0	\$0	\$
D. Gifts and grants for facilities and equipment as restricted by the donor or received through a capital campaign (TV only)	\$0	\$0	\$
E. Other income ineligible for NFFS inclusion	\$2,274	\$1,046	\$

Description	Amount	Revision
Sale of Premiums	\$1,046	\$

Variance greater than 25%.

10. Memberships and subscriptions (net of membership bad debt expense)		\$3,193,881	\$3,592,655	\$
10.1 NFFS Exclusion – Fair market value of premiums that are not of insubstantial value		\$513,177	\$436,167	\$
10.2 NFFS Exclusion – All bad debt expenses from NFFS eligible revenues including but not limited to pledges, underwriting, and membership (unless netted elsewhere in Schedule A)		\$0	\$0	\$
	2016 data	2017 data		
10.3 Total number of contributors.	29,310	31,249		
11. Revenue from Friends groups less any revenue included on line 10		\$0	\$0	\$
	2016 data	2017 data		
11.1 Total number of Friends contributors.	0	0		
12. Subsidiaries and other activities unrelated to public broadcasting (See instructions)		\$0	\$0	\$
A. Nonprofit subsidiaries involved in telecommunications activities		\$0	\$0	\$
B. NFFS Ineligible – Nonprofit subsidiaries not involved in telecommunications activities		\$0	\$0	\$
C. NFFS Ineligible – For-profit subsidiaries regardless of the nature of its activities		\$0	\$0	\$
D. NFFS Ineligible – Other activities unrelated to public broadcasting		\$0	\$0	\$

Form of Revenue

	2016 data	2017 data	Revision
13. Auction revenue (see instructions for Line 13)	\$0	\$0	\$
A. Gross auction revenue	\$133,966	\$140,998	\$
B. Direct auction expenses	\$181,234	\$197,094	\$
14. Special fundraising activities (see instructions for Line 14)	\$157,534	\$173,845	\$
A. Gross special fundraising revenues	\$471,120	\$522,615	\$
B. Direct special fundraising expenses	\$313,586	\$348,770	\$
15. Passive income	\$370,551	\$329,885	\$
A. Interest and dividends (other than on endowment funds)	\$323,000	\$306,738	\$
B. Royalties	\$29,497	\$12,014	\$

Variance greater than 25%.

C. PBS or NPR pass-through copyright royalties		\$18,054	\$11,133	\$
--	--	----------	----------	----

Variance greater than 25%.

16. Gains and losses on investments, charitable trusts and gift annuities and sale of other assets (other than endowment funds)		\$-217,966	\$785,248	\$
A. Gains from sales of property and equipment (do not report losses)		\$0	\$0	\$
B. Realized gains/losses on investments (other than endowment funds)		\$89,782	\$149,593	\$

Variance greater than 25%.

C. Unrealized gains/losses on investments and actuarial gains/losses on charitable trusts and gift annuities (other than endowment funds)	\$-307,748	\$635,655	\$
---	------------	-----------	----

Variance greater than 25%.

17. Endowment revenue	\$-30,490	\$124,612	\$
A. Contributions to endowment principal	\$0	\$0	\$
B. Interest and dividends on endowment funds	\$39,153	\$38,966	\$
C. Realized net investment gains and losses on endowment funds (if this is a negative amount, add a hyphen, e.g., "-1,765")	\$0	\$0	\$
D. Unrealized net investment gains and losses on endowment funds (if this is a negative amount, add a hyphen, e.g., "-1,765")	\$-69,643	\$85,646	\$

Variance greater than 25%.

18. Capital fund contributions from individuals (see instructions)	\$0	\$0	\$
A. Facilities and equipment (except funds received from federal or public broadcasting sources)	\$0	\$0	\$
B. Other	\$0	\$0	\$

19. Gifts and bequests from major individual donors	\$951,194	\$3,300,382	\$
	2016 data	2017 data	
19.1 Total number of major individual donors	273	313	

Variance greater than 25%.

20. Other Direct Revenue	\$47,926	\$69,756	\$
Description	Amount	Revision	
Payments to individuals	\$69,756	\$	
Exclusion Description	Amount	Revision	
Sale of premiums	\$54,756	\$	
Production, taping, or other broadcast related activities	\$15,000	\$	

Line 21. Proceeds from spectrum auction, interest earned on these funds, channel sharing revenues, and spectrum leases (TV only)	\$	\$0	\$
A. Proceeds from sale in spectrum auction (TV only)	\$	\$0	\$
B. Interest earned on proceeds from sale in spectrum auction (TV only)	\$	\$0	\$
C. Payments from spectrum auction speculators (TV only)	\$	\$0	\$
D. Channel sharing and spectrum leases revenues (TV only)	\$	\$0	\$
22. Total Revenue (Sum of lines 1 through 12, 13.A, 14.A, and 15 through 21)	\$12,444,881	\$16,061,041	\$

Variance greater than 25%.

[Click here to view all NFFS Eligible revenue on Lines 3 through 9.](#)

[Click here to view all NFFS Ineligible revenue on Lines 3 through 9.](#)

Adjustments to Revenue	2016 data	2017 data	Revision
23. Federal revenue from line 1.	\$341,027	\$201,802	\$
Variance greater than 25%.			
24. Public broadcasting revenue from line 2.	\$1,883,362	\$1,818,760	\$
25. Capital funds exclusion—TV (3.2D, 4.2D, 5.2D, 6.2D, 7.2D, 8.2D, 9.2D, 18A)	\$132,924	\$0	\$
Variance greater than 25%.			
26. Revenue on line 20 not meeting the source, form, purpose, or recipient criteria	\$47,926	\$69,756	\$
Variance greater than 25%.			
27. Other automatic subtractions from total revenue	\$1,104,255	\$2,179,522	\$
A. Auction expenses – limited to the lesser of lines 13a or 13b	\$133,966	\$140,998	\$
B. Special fundraising event expenses – limited to the lesser of lines 14a or 14b	\$313,586	\$348,770	\$
C. Gains from sales of property and equipment – line 16a	\$0	\$0	\$
D. Realized gains/losses on investments (other than endowment funds) – line 16b	\$89,782	\$149,593	\$
Variance greater than 25%.			
E. Unrealized investment and actuarial gains/losses (other than endowment funds) – line 16c	\$-307,748	\$635,655	\$
Variance greater than 25%.			
F. Realized and unrealized net investment gains/losses on endowment funds – line 17c, line 17d	\$-69,643	\$85,646	\$
Variance greater than 25%.			
G. Rental income (3.2A, 4.2A, 5.2A, 6.2A, 7.2A, 8.2A, 9.2A)	\$0	\$0	\$
H. Fees for services (3.2B, 4.2B, 5.2B, 6.2B, 7.2B, 8.2B, 9.2B)	\$287,261	\$255,443	\$
I. Licensing Fees (3.2C, 4.2C, 5.2C, 6.2C, 7.2C, 8.2C, 9.2C)	\$0	\$0	\$
J. Other revenue ineligible as NFFS (3.2E, 4.2E, 5.2E, 6.2E, 7.2E, 8.2E, 9.2E)	\$143,874	\$127,250	\$
K. FMV of high-end premiums (Line 10.1)	\$513,177	\$436,167	\$
L. All bad debt expenses from NFFS eligible revenues including but not limited to pledges, underwriting, and membership (Line 10.2)	\$0	\$0	\$
M. Revenue from subsidiaries and other activities ineligible as NFFS (12.B, 12.C, 12.D)	\$0	\$0	\$
N. Proceeds from spectrum auction, interest earned on these funds, channel sharing revenues, and spectrum leases from line 21 (TV only)	\$	\$0	\$

28. **Total Direct Nonfederal Financial Support** (Line 22 less Lines 23 through 27). (Forwards to line 1 of the Summary of Nonfederal Financial Support) \$8,935,387 \$11,791,201 \$

Variance greater than 25%.

Comments

Comment	Name	Date	Status
FY2016 included some fee for service from the University of Wisconsin that used NSF funding. There were no similar agreements in FY2017.	Paul Breen	12/20/2017	Note
Grants from UW-Extension, which were funded with federal indirect cost revenue, wound down in FY2107.	Paul Breen	12/20/2017	Note
Veterans Coming Home grant wound down in FY2017.	Paul Breen	12/20/2017	Note
In FY2017 WHA-TV received payments from its partner, the Wisconsin Educational Communications Board, for certain programming costs. A similar payment was not made in FY2016.	Paul Breen	12/20/2017	Note
In FY2016, WHA-TV received funds from the State of Wisconsin for capital expenses. Similar funds were not made available in FY2017.	Paul Breen	12/20/2017	Note
The university reduced general purpose funding support for WHA-TV in FY2017.	Paul Breen	12/20/2017	Note
Production underwriting tends to vary from year-to-year and tends to depend on planned projects.	Paul Breen	12/20/2017	Note
Production underwriting tends to fluctuate from year-to-year depending on planned projects and other factors.	Paul Breen	12/20/2017	Note
WHA-TV experienced increased membership in FY2017.	Paul Breen	12/20/2017	Note
FY2017 was a strong year for markets.	Paul Breen	12/20/2017	Note
FY2017 was a strong year for markets.	Paul Breen	12/20/2017	Note
WHA-TV received two very large gifts in FY2017 totaling approximately \$2 million.	Paul Breen	12/20/2017	Note

Schedule B WorkSheet WHA-TV (1896) Madison, WI

- Rate is applicable to other sponsored activities
- Rate is applicable to institutional and other sponsored activities
- Rate is applicable to all programs

	2016	2017	Revision
1. Determine station net direct expenses			
1a. Total station operating expenses and capital outlays (Schedule E line 10)	\$14,497,891	\$14,958,912	\$
1b.1. Capital outlays (from Schedule E, Line 9 total)	\$255,291	\$76,277	\$
Variance greater than 25%.			
1b.2. Depreciation	\$710,297	\$577,937	\$
1b.3. Amortization	\$72,163	\$38,858	\$
Variance greater than 25%.			
1b.4. In-kind contributions (services and other assets)	\$8,355	\$0	\$
Variance greater than 25%.			
1b.5. Indirect administrative support (see Guidelines for instructions)	\$1,583,745	\$1,567,228	\$
1b.6. Donated property and equipment (if not included on line 1b.1)	\$0	\$0	\$
1b.7. Report costs here that are not part of the base per the licensee's federal negotiated indirect cost rate agreement. (Commonly excluded: general and administrative, fundraising, membership development, and grant solicitation costs.)	\$4,071,942	\$5,111,082	\$
Description	Amount		Revision
Friends group consolidation expenses	\$322,211		\$
Department administration	\$1,589,454		\$
MTDC exclusions	\$2,847,097		\$
9050 transactions classified as revenue	\$6,131		\$
GASB 68 Pension Expense	\$426,520		\$
Accruals	\$-80,331		\$
Variance greater than 25%.			
1b.8. Total deductions	\$6,701,793	\$7,371,382	\$
1c. Station net direct expenses	\$7,796,098	\$7,587,530	\$
2. Modify licensee negotiated cost rate			
If the station's direct expenses are not included in the cost base, do not continue with this worksheet			
2a. Licensee's negotiated indirect cost rate	%29.43	%29.43	%
Less: rate components that do not benefit station operations:			
2b.1. Departmental administration	%7.64	%7.64	%
2b.2. Sponsored projects administration	%	%0	%
2b.3. Library support	%	%0	%
2b.4. Other	%0.9	%0.9	%

	2016	2017	Revision
Description	Amount	Revision	
Equipment Use Charge	\$0		\$
2b.5. Total deductions (sum of 2b.1 through 2b.4)	%8.54	%8.54	%
2c. Modified cost rate	%20.89	%20.89	%
3. Apply modified rate to station net direct expenses			
3a. Station net direct expenses from line 1c	\$7,796,098	\$7,587,530	\$
3b. Modified cost rate from line 2c	%20.89	%20.89	%
4. Total indirect support (forwards to line 1 of Schedule B Tab 3)	\$1,628,604	\$1,585,035	\$

Comments

Comment	Name	Date	Status			
Occupancy List						
WHA-TV (1896)						
Madison, WI						
				Type of Occupancy	Location	Value
Schedule B Totals						
WHA-TV (1896)						
Madison, WI						
				2016 data	2017 data	
1. Total support activity benefiting station				\$1,628,604	\$1,585,035	\$
2. Occupancy value				0	\$0	\$
3. Deductions: Fees paid to the licensee for overhead recovery, assessment, etc.				\$44,859	\$17,807	\$
Variance greater than 25%.						
4. Deductions: Support shown on lines 1 and 2 in excess of revenue reported in financial statements.				\$0	\$0	\$
5. Total Indirect Administrative Support (Forwards to Line 2 of the Summary of Nonfederal Financial Support)				\$1,583,745	\$1,567,228	\$
6. Please enter an institutional type code for your licensee.				SU	SU	

Comments

Comment	Name	Date	Status			
Schedule C						
WHA-TV (1896)						
Madison, WI						
				2016 data	Donor Code	2017 data
						Revision
1. PROFESSIONAL SERVICES (must be eligible as NFFS)				\$0		\$0
A. Legal				\$0		\$0
B. Accounting and/or auditing				\$0		\$0
C. Engineering				\$0		\$0
D. Other professionals (see specific line item instructions in Guidelines before completing)				\$0		\$0

	2016 data	<u>Donor Code</u>	2017 data	Revision
2. GENERAL OPERATIONAL SERVICES (must be eligible as NFFS)	\$1,250		\$0	\$
A. Annual rental value of space (studios, offices, or tower facilities)	\$0		\$0	\$
B. Annual value of land used for locating a station-owned transmission tower	\$0		\$0	\$
C. Station operating expenses	\$0		\$0	\$
D. Other (see specific line item instructions in Guidelines before completing)	FD \$1,250		\$0	\$
Variance greater than 25%.				
3. OTHER SERVICES (must be eligible as NFFS)	\$4,375		\$0	\$
A. ITV or educational radio	\$0		\$0	\$
B. State public broadcasting agencies (APBC, FL-DOE, eTech Ohio)	\$0		\$0	\$
C. Local advertising	BS \$4,375		\$0	\$
Variance greater than 25%.				
D. National advertising	\$0		\$0	\$
4. Total in-kind contributions - services and other assets eligible as NFFS (sum of lines 1 through 3), forwards to Line 3a. of the Summary of Nonfederal Financial Support	\$5,625		\$0	\$
Variance greater than 25%.				
5. IN-KIND CONTRIBUTIONS INELIGIBLE AS NFFS	\$2,730		\$0	\$
A. Compact discs, records, tapes and cassettes	\$0		\$0	\$
B. Exchange transactions	\$0		\$0	\$
C. Federal or public broadcasting sources	\$0		\$0	\$
D. Fundraising related activities	BS \$2,730		\$0	\$
Variance greater than 25%.				
E. ITV or educational radio outside the allowable scope of approved activities	\$0		\$0	\$
F. Local productions	\$0		\$0	\$
G. Program supplements	\$0		\$0	\$
H. Programs that are nationally distributed	\$0		\$0	\$
I. Promotional items	\$0		\$0	\$
J. Regional organization allocations of program services	\$0		\$0	\$
K. State PB agency allocations other than those allowed on line 3(b)	\$0		\$0	\$
L. Services that would not need to be purchased if not donated	\$0		\$0	\$

	2016 data	<u>Donor Code</u>	2017 data	Revision
M. Other	\$0		\$0	\$
6. Total in-kind contributions - services and other assets (line 4 plus line 5), forwards to Schedule F, line 1c. Must agree with in-kind contributions recognized as revenue in the AFS.	\$8,355		\$0	\$

Variance greater than 25%.

Comments

Comment	Name	Date	Status
Schedule D			
WHA-TV (1896)			
Madison, WI			

	2016 data	<u>Donor Code</u>	2017 data	Revision
1. Land (must be eligible as NFFS)	\$		\$0	\$
2. Building (must be eligible as NFFS)	\$		\$0	\$
3. Equipment (must be eligible as NFFS)	\$		\$0	\$
4. Vehicle(s) (must be eligible as NFFS)	\$		\$0	\$
5. Other (specify) (must be eligible as NFFS)	\$		\$0	\$
6. Total in-kind contributions - property and equipment eligible as NFFS (sum of lines 1 through 5), forwards to Line 3b. of the Summary of Nonfederal Financial Support	\$		\$0	\$
7. IN-KIND CONTRIBUTIONS INELIGIBLE AS NFFS	\$		\$0	\$
a) Exchange transactions	\$		\$0	\$
b) Federal or public broadcasting sources	\$		\$0	\$
c) TV only—property and equipment that includes new facilities (land and structures), expansion of existing facilities and acquisition of new equipment	\$		\$0	\$
d) Other (specify)	\$		\$0	\$
8. Total in-kind contributions - property and equipment (line 6 plus line 7), forwards to Schedule F, line 1d. Must agree with in-kind contributions recognized as revenue in the AFS.	\$		\$0	\$

Comments

Comment	Name	Date	Status
Schedule E			
WHA-TV (1896)			
Madison, WI			

EXPENSES

(Operating and non-operating)

PROGRAM SERVICES	2016 data	2017 data	Revision
1. Programming and production	\$7,016,242	\$7,167,064	\$
A. TV CSG	\$1,439,732	\$1,487,471	\$

PROGRAM SERVICES	2016 data	2017 data	Revision
B. TV Interconnection	\$0	\$0	\$
C. Other CPB Funds	\$33,096	\$31,300	\$
D. All non-CPB Funds	\$5,543,414	\$5,648,293	\$
2. Broadcasting and engineering	\$620,315	\$604,374	\$
A. TV CSG	\$0	\$0	\$
B. TV Interconnection	\$27,889	\$58,254	\$
C. Other CPB Funds	\$0	\$0	\$
D. All non-CPB Funds	\$592,426	\$546,120	\$
3. Program information and promotion	\$1,881,848	\$2,057,828	\$
A. TV CSG	\$0	\$0	\$
B. TV Interconnection	\$0	\$0	\$
C. Other CPB Funds	\$194,856	\$73,829	\$
D. All non-CPB Funds	\$1,686,992	\$1,983,999	\$
SUPPORT SERVICES	2016 data	2017 data	Revision
4. Management and general	\$2,299,446	\$2,310,738	\$
A. TV CSG	\$0	\$0	\$
B. TV Interconnection	\$0	\$0	\$
C. Other CPB Funds	\$42,393	\$16,857	\$
D. All non-CPB Funds	\$2,257,053	\$2,293,881	\$
5. Fund raising and membership development	\$2,267,439	\$2,524,134	\$
A. TV CSG	\$0	\$0	\$
B. TV Interconnection	\$0	\$0	\$
C. Other CPB Funds	\$0	\$1,100	\$
D. All non-CPB Funds	\$2,267,439	\$2,523,034	\$
6. Underwriting and grant solicitation	\$157,310	\$218,497	\$
A. TV CSG	\$0	\$0	\$
B. TV Interconnection	\$0	\$0	\$
C. Other CPB Funds	\$0	\$0	\$
D. All non-CPB Funds	\$157,310	\$218,497	\$
7. Depreciation and amortization (if not allocated to functional categories in lines 1 through 6)	\$0	\$0	\$
A. TV CSG	\$0	\$0	\$
B. TV Interconnection	\$0	\$0	\$
C. Other CPB Funds	\$0	\$0	\$

PROGRAM SERVICES

	2016 data	2017 data	Revision
D. All non-CPB Funds	\$0	\$0	\$
8. Total Expenses (sum of lines 1 to 7) must agree with audited financial statements	\$14,242,600	\$14,882,635	\$
A. Total TV CSG (sum of Lines 1.A, 2.A, 3.A, 4.A, 5.A, 6.A, 7.A)	\$1,439,732	\$1,487,471	\$
B. Total TV Interconnection (sum of Lines 1.B, 2.B, 3.B, 4.B, 5.B, 6.B, 7.B)	\$27,889	\$58,254	\$
C. Total Other CPB Funds (sum of Lines 1.C, 2.C, 3.C, 4.C, 5.C, 6.C, 7.C)	\$270,345	\$123,086	\$
D. Total All non-CPB Funds (sum of Lines 1.D, 2.D, 3.D, 4.D, 5.D, 6.D, 7.D)	\$12,504,634	\$13,213,824	\$

INVESTMENT IN CAPITAL ASSETS

Cost of capital assets purchased or donated

	2016 data	2017 data	Revision
9. Total capital assets purchased or donated	\$255,291	\$76,277	\$
9a. Land and buildings	\$0	\$0	\$
9b. Equipment	\$193,918	\$57,563	\$
9c. All other	\$61,373	\$18,714	\$
10. Total expenses and investment in capital assets (Sum of lines 8 and 9)	\$14,497,891	\$14,958,912	\$

Additional Information

(Lines 11 + 12 must equal line 8 and Lines 13 + 14 must equal line 9)

	2016 data	2017 data	Revision
11. Total expenses (direct only)	\$12,650,500	\$13,315,407	\$
12. Total expenses (indirect and in-kind)	\$1,592,100	\$1,567,228	\$
13. Investment in capital assets (direct only)	\$255,291	\$76,277	\$
14. Investment in capital assets (indirect and in-kind)	\$0	\$0	\$

Comments

Comment	Name	Date	Status
WHA-TV saw general growth in expenses in FY2017, due primarily to increased staffing. This was most prevalent in fundraising activities.	Paul Breen	12/20/2017	Note

Schedule F
WHA-TV (1896)
Madison, WI

	2017 data	Revision
1. Data from AFR		
a. Schedule A, Line 22	\$16,061,041	\$0
b. Schedule B, Line 5	\$1,567,228	\$0

c. Schedule C, Line 6	\$0	\$0
d. Schedule D, Line 8	\$0	\$0
e. Total from AFR	\$17,628,269	\$17,628,269

Choose Reporting Model

You **must** choose one of the three reporting models in order to complete Schedule F. After making your selection, click the "Choose" button below, which will display your reporting model. When changing to a different reporting model all data entered in the current reporting model will be lost.

- FASB
 GASB Model A proprietary enterprise-fund financial statements with business-type activities only
 GASB Model B public broadcasting entity-wide statements with mixed governmental and business-type activities

	2017 data	Revision
2. GASB Model A proprietary enterprise-fund financial statements with business-type activities only		
a. Operating revenues	\$10,792,873	\$10,792,873
b. Non-operating revenues	\$6,835,396	\$6,835,396
c. Other revenue	\$0	\$0
d. Captital grants, gifts and appropriations (if not included above)	\$0	\$0
e. Total From AFS, lines 2a-2d	\$17,628,269	\$17,628,269

Reconciliation

	2017 data	Revision
3. Difference (line 1 minus line 2)	\$0	\$0
4. If the amount on line 3 is not equal to \$0, click the "Add" button and list the reconciling items.	\$0	\$0

Comments

Comment	Name	Date	Status
---------	------	------	--------