

**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.



**Source of Income**

	<b>2017 data</b>	<b>2018 data</b>
1. Amounts provided directly by federal government agencies	\$201,802	\$5,000
A. Grants for facilities and other capital purposes	\$0	\$0
B. Department of Education	\$0	\$5,000
C. Department of Health and Human Services	\$0	\$0
D. National Endowment for the Arts and Humanities	\$10,170	\$0
E. National Science Foundation	\$0	\$0
F. Other Federal Funds (specify)	\$191,632	\$0
2. Amounts provided by Public Broadcasting Entities	\$1,818,760	\$1,754,383
A. CPB - Community Service Grants	\$1,541,803	\$1,540,204
B. CPB - all other funds from CPB (e.g. DDF, RTL, Programming Grants)	\$154,574	\$71,081
C. PBS - all payments except copyright royalties and other pass-through payments. See Guidelines for details.	\$0	\$600
D. NPR - all payments except pass-through payments. See Guidelines for details.	\$0	\$0
E. Public broadcasting stations - all payments	\$122,383	\$142,498
F. Other PBE funds (specify)	\$0	\$0
3. Local boards and departments of education or other local government or agency sources	\$2,843	\$0
3.1 NFFS Eligible	\$2,000	\$0
A. Program and production underwriting	\$0	\$0
B. Grants and contributions other than underwriting	\$2,000	\$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
3.2 NFFS Ineligible	\$843	\$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	\$843	\$0
<b>4. State boards and departments of education or other state government or agency sources</b>	\$0	\$15,790
<b>4.1 NFFS Eligible</b>	\$0	\$9,790
A. Program and production underwriting	\$0	\$9,790
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
<b>4.2 NFFS Ineligible</b>	\$0	\$6,000
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	\$6,000
<b>Description</b>	<b>Amount</b>	
Wisconsin Arts Board Grant	\$6,000	
<b>5. State colleges and universities</b>	\$4,140,361	\$4,709,802
<b>5.1 NFFS Eligible</b>	\$4,057,011	\$4,206,592
A. Program and production underwriting	\$0	\$1,463
B. Grants and contributions other than underwriting	\$0	\$0
C. Appropriations from the licensee	\$4,051,571	\$4,205,129
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)	\$5,440	\$0
<b>5.2 NFFS Ineligible</b>	\$83,350	\$503,210
A. Rental income	\$0	\$0
B. Fees for services	\$81,645	\$503,210

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	\$1,705	\$0
6. Other state-supported colleges and universities	\$2,877	\$0
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	\$2,877	\$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	\$2,877	\$0
7. Private colleges and universities	\$0	\$69,121
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	\$69,121
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	\$69,121
<b>Description</b> Grant from Marquette University	<b>Amount</b> \$69,121	
8. Foundations and nonprofit associations	\$482,451	\$376,607
8.1 NFFS Eligible	\$346,319	\$251,077
A. Program and production underwriting	\$257,819	\$219,577
B. Grants and contributions other than underwriting	\$88,500	\$31,500
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	\$136,132	\$125,530
A. Rental income	\$0	\$0
B. Fees for services	\$15,353	\$15,407
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	\$120,779	\$110,123
<b>Description</b> Childhood Education Books	<b>Amount</b> \$110,123	
9. Business and Industry	\$545,796	\$378,049
9.1 NFFS Eligible	\$386,305	\$368,265
A. Program and production underwriting	\$385,305	\$336,958
B. Grants and contributions other than underwriting	\$1,000	\$31,307
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	\$159,491	\$9,784
A. Rental income	\$0	\$0
B. Fees for services	\$158,445	\$9,784
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	\$1,046	\$0
10. Memberships and subscriptions (net of membership bad debt expense)	\$3,592,655	\$3,758,679
10.1 NFFS Exclusion – Fair market value of premiums that are not of insubstantial value	\$436,167	\$351,625
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
	<b>2017 data</b>	<b>2018 data</b>
10.3 Total number of contributors.	31,249	32,117
11. Revenue from Friends groups less any revenue included on line 10	\$0	\$0
	<b>2017 data</b>	<b>2018 data</b>
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
<b>Form of Revenue</b>	<b>2017 data</b>	<b>2018 data</b>
13. Auction revenue (see instructions for Line 13)	\$0	\$2,572
A. Gross auction revenue	\$140,998	\$125,148
B. Direct auction expenses	\$197,094	\$122,576
14. Special fundraising activities (see instructions for Line 14)	\$173,845	\$135,205
A. Gross special fundraising revenues	\$522,615	\$500,644
B. Direct special fundraising expenses	\$348,770	\$365,439
15. Passive income	\$329,885	\$425,490
A. Interest and dividends (other than on endowment funds)	\$306,738	\$405,031
B. Royalties	\$12,014	\$13,358
C. PBS or NPR pass-through copyright royalties	\$11,133	\$7,101
16. Gains and losses on investments, charitable trusts and gift annuities and sale of other assets (other than endowment funds)	\$785,248	\$492,579
A. Gains from sales of property and equipment (do not report losses)	\$0	\$0
B. Realized gains/losses on investments (other than endowment funds)	\$149,593	\$455,346

C. Unrealized gains/losses on investments and actuarial gains/losses on charitable trusts and gift annuities (other than endowment funds)		\$ 635,655	\$ 37,233
17. Endowment revenue		\$ 124,612	\$ 82,812
A. Contributions to endowment principal		\$ 0	\$ 0
B. Interest and dividends on endowment funds		\$ 38,966	\$ 39,259
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")		\$ 85,646	\$ 43,553
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		\$ 3,300,382	\$ 1,766,654
	<b>2017 data</b>	<b>2018 data</b>	
19.1 Total number of major individual donors	313	405	
20. Other Direct Revenue		\$ 69,756	\$ 88,350
<b>Description</b>		<b>Amount</b>	
Payments to individuals		\$ 88,350	
<b>Exclusion Description</b>		<b>Amount</b>	
Sale of premiums		\$ 47,434	
Production, taping, or other broadcast related activities		\$ 15,368	
Ticket sales to concerts and other events (exclusive of contributions portion if disclosed)		\$ 25,548	
Line 21. Proceeds from the FCC Spectrum Incentive Auction, interest and dividends earned on these funds, channel sharing revenues, and spectrum leases		\$ 0	\$ 0
A. Proceeds from sale in spectrum auction		\$ 0	\$ 0
B. Interest and dividends earned on spectrum auction related revenue		\$ 0	\$ 0
C. Payments from spectrum auction speculators		\$ 0	\$ 0
D. Channel sharing and spectrum leases revenues		\$ 0	\$ 0
E. Spectrum repacking funds		\$	\$ 0
22. Total Revenue (Sum of lines 1 through 12, 13.A, 14.A, and 15 through 21)		\$ 16,061,041	\$ 14,549,108
<a href="#">Click here to view all NFFS Eligible revenue on Lines 3 through 9.</a>			
<a href="#">Click here to view all NFFS Ineligible revenue on Lines 3 through 9.</a>			

<b>Adjustments to Revenue</b>	<b>2017 data</b>	<b>2018 data</b>
23. Federal revenue from line 1.	\$201,802	\$5,000
24. Public broadcasting revenue from line 2.	\$1,818,760	\$1,754,383
25. Capital funds exclusion—TV (3.2D, 4.2D, 5.2D, 6.2D, 7.2D, 8.2D, 9.2D, 18A)	\$0	\$0
26. Revenue on line 20 not meeting the source, form, purpose, or recipient criteria	\$69,756	\$88,350
27. Other automatic subtractions from total revenue	\$2,179,522	\$2,089,417
A. Auction expenses – limited to the lesser of lines 13a or 13b	\$140,998	\$122,576
B. Special fundraising event expenses – limited to the lesser of lines 14a or 14b	\$348,770	\$365,439
C. Gains from sales of property and equipment – line 16a	\$0	\$0
D. Realized gains/losses on investments (other than endowment funds) – line 16b	\$149,593	\$455,346
E. Unrealized investment and actuarial gains/losses (other than endowment funds) – line 16c	\$635,655	\$37,233
F. Realized and unrealized net investment gains/losses on endowment funds – line 17c, line 17d	\$85,646	\$43,553
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)	\$255,443	\$528,401
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)	\$127,250	\$185,244
K. FMV of high-end premiums (Line 10.1)	\$436,167	\$351,625
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 and related revenues from line 21.	\$0	\$0
28. <b>Total Direct Nonfederal Financial Support</b> (Line 22 less Lines 23 through 27). (Forwards to line 1 of the Summary of Nonfederal Financial Support)	\$11,791,201	\$10,611,958

## Comments

<b>Comment</b>	<b>Name</b>	<b>Date</b>	<b>Status</b>
WHA-TV had received two grants from its licensee in FY2016. All costs were incurred in FY2016 and FY2017.	Paul Breen	11/28/2018	Note
Awards from CPB for WHA-TV's Veterans Coming Home (VCH) grants have reduced significantly over the past several fiscal years.	Paul Breen	11/28/2018	Note

<b>Comment</b>	<b>Name</b>	<b>Date</b>	<b>Status</b>
WHA-TV received a large one-time payment from UW-Madison as an investment in its programming services provided to the State of Wisconsin.	Paul Breen	11/28/2018	Note
Excluded from NFFS because WHA was unable to verify the source of funds Marquette used for the project.	Paul Breen	11/28/2018	Note
The Wisconsin Arts Board grants are funded largely with state funds but also with federal funds. The grant was a mix of the funds but the grantor was unable to notate the mix on WHA's grant..	Paul Breen	11/28/2018	Note
WHA solicits non-profits for funds to be used for non-production activities. These funds may vary significantly from year-to-year.	Paul Breen	11/28/2018	Note
Received restricted gift funds from several businesses to support WHA-TV's expanding educational efforts.	Paul Breen	11/28/2018	Note
Sewing with Nancy production ended during FY2017. As a result FY2018 revenue was significantly lower.	Paul Breen	11/28/2018	Note
Premium usage continues to decline as WHA-TV relies less on pledge and more on sustainers. The decline of DVD popularity has also resulted in premium decreases.	Paul Breen	11/28/2018	Note
WHA-TV incurred certain one-time costs in prior years that led to temporary cost increases. In addition, auction length was reduced by one day in FY2018.	Paul Breen	11/28/2018	Note
WHA's licensee changed investment practices in FY2018 which led to a larger portion of WHA's balances to be moved from investments to cash and fixed term investments. This led to higher interest and dividends.	Paul Breen	11/28/2018	Note
WHA's licensee changed investment practices which required WHA to temporarily move certain funds from investments to cash and other fixed income securities. This created some significant realized gains but hampered overall investment income.	Paul Breen	11/28/2018	Note
As noted previously, WHA's licensee changed investment management practices which led to temporary reductions in	Paul Breen	11/28/2018	Note



**Comment                      Name                      Date                      Status**

WHA's investments. This, as well as declines in overall market conditions, resulted in a decrease of unrealized gains.

While major donors increased, total dollars significantly decreased because FY2017 included two separate bequests that were each about \$1 million. FY2018 did not have any donations of that magnitude.

Paul Breen                      11/28/2018                      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

	<b>2017</b>	<b>2018</b>
<b>1. Determine station net direct expenses</b>		
1a. Total station operating expenses and capital outlays (Schedule E line 10)	\$14,958,912	\$14,996,930
1b.1. Capital outlays (from Schedule E, Line 9 total)	\$76,277	\$170,718
1b.2. Depreciation	\$577,937	\$499,467
1b.3. Amortization	\$38,858	\$26,421
1b.4. In-kind contributions (services and other assets)	\$0	\$0
1b.5. Indirect administrative support (see Guidelines for instructions)	\$1,567,228	\$1,628,439
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.)	\$5,111,082	\$4,599,147
<b>Description                      Amount</b>		
Department administration	\$1,691,096	
MTDC exclusions	\$2,831,432	
GASB 68 pension expense	\$127,766	
Accruals	\$-51,147	
1b.8. Total deductions	\$7,371,382	\$6,924,192
1c. Station net direct expenses	\$7,587,530	\$8,072,738

**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
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Less: rate components that do not benefit station operations:

	<b>2017</b>	<b>2018</b>				
2b.1. Departmental administration	%7.64	%7.64				
2b.2. Sponsored projects administration	%	%0.64				
2b.3. Library support	%	%0				
2b.4. Other	%0.9	%0.9				
<table border="1" style="width: 100%; margin-top: 10px;"> <thead> <tr> <th style="text-align: left;">Description</th> <th style="text-align: right;">Amount</th> </tr> </thead> <tbody> <tr> <td>Equipment use charge</td> <td style="text-align: right;">\$0</td> </tr> </tbody> </table>			Description	Amount	Equipment use charge	\$0
Description	Amount					
Equipment use charge	\$0					
2b.5. Total deductions (sum of 2b.1 through 2b.4)	%8.54	%9.18				
2c. Modified cost rate	%20.89	%20.25				
<b>3. Apply modified rate to station net direct expenses</b>						
3a. Station net direct expenses from line 1c	\$7,587,530	\$8,072,738				
3b. Modified cost rate from line 2c	%20.89	%20.25				
<b>4. Total indirect support (forwards to line 1 of Schedule B Tab 3)</b>	<b>\$1,585,035</b>	<b>\$1,634,729</b>				

**Comments**

Comment	Name	Date	Status
<b>Occupancy List WHA-TV (1896) Madison, WI</b>			

**Type of Occupancy Location Value**

**Schedule B Totals  
WHA-TV (1896)  
Madison, WI**

	<b>2017 data</b>	<b>2018 data</b>
1. Total support activity benefiting station	\$1,585,035	\$1,634,729
2. Occupancy value	0	\$0
3. Deductions: Fees paid to the licensee for overhead recovery, assessment, etc.	\$17,807	\$6,290
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)	\$1,567,228	\$1,628,439
6. Please enter an institutional type code for your licensee.	SU	SU

**Comments**

Comment	Name	Date	Status
<b>Schedule C WHA-TV (1896) Madison, WI</b>			

	<b>2017 data</b>	<u><b>Donor Code</b></u>	<b>2018 data</b>
1. PROFESSIONAL SERVICES (must be eligible as NFFS)	\$		\$0
A. Legal	\$		\$0
B. Accounting and/or auditing	\$		\$0
C. Engineering	\$		\$0

	2017 data	<u>Donor Code</u>	2018 data
D. Other professionals (see specific line item instructions in Guidelines before completing)	\$		\$0
<b>2. GENERAL OPERATIONAL SERVICES (must be eligible as NFFS)</b>	\$		\$0
A. Annual rental value of space (studios, offices, or tower facilities)	\$		\$0
B. Annual value of land used for locating a station-owned transmission tower	\$		\$0
C. Station operating expenses	\$		\$0
D. Other (see specific line item instructions in Guidelines before completing)	\$		\$0
<b>3. OTHER SERVICES (must be eligible as NFFS)</b>	\$		\$0
A. ITV or educational radio	\$		\$0
B. State public broadcasting agencies (APBC, FL-DOE, eTech Ohio)	\$		\$0
C. Local advertising	\$		\$0
D. National advertising	\$		\$0
<b>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</b>	\$		\$0
<b>5. IN-KIND CONTRIBUTIONS INELIGIBLE AS NFFS</b>	\$		\$0
A. Compact discs, records, tapes and cassettes	\$		\$0
B. Exchange transactions	\$		\$0
C. Federal or public broadcasting sources	\$		\$0
D. Fundraising related activities	\$		\$0
E. ITV or educational radio outside the allowable scope of approved activities	\$		\$0
F. Local productions	\$		\$0
G. Program supplements	\$		\$0
H. Programs that are nationally distributed	\$		\$0
I. Promotional items	\$		\$0
J. Regional organization allocations of program services	\$		\$0
K. State PB agency allocations other than those allowed on line 3(b)	\$		\$0
L. Services that would not need to be purchased if not donated	\$		\$0
M. Other	\$		\$0
<b>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.</b>	\$		\$0

Comments

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

	<b>2017 data</b>	<b><u>Donor</u></b>	<b>2018 data</b>
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

<b>Comment</b>	<b>Name</b>	<b>Date</b>	<b>Status</b>
<b>Schedule E WHA-TV (1896) Madison, WI</b>			

**EXPENSES**

(Operating and non-operating)

<b>PROGRAM SERVICES</b>	<b>2017 data</b>	<b>2018 data</b>
1. Programming and production	\$7,167,064	\$7,701,572
A. TV CSG	\$1,487,471	\$1,482,891
B. TV Interconnection	\$0	\$0
C. Other CPB Funds	\$31,300	\$39,169
D. All non-CPB Funds	\$5,648,293	\$6,179,512
2. Broadcasting and engineering	\$604,374	\$524,353
A. TV CSG	\$0	\$0
B. TV Interconnection	\$58,254	\$-1,819
C. Other CPB Funds	\$0	\$0
D. All non-CPB Funds	\$546,120	\$526,172
3. Program information and promotion	\$2,057,828	\$1,783,083

<b>PROGRAM SERVICES</b>	<b>2017 data</b>	<b>2018 data</b>
A. TV CSG	\$0	\$0
B. TV Interconnection	\$0	\$0
C. Other CPB Funds	\$73,829	\$9,784
D. All non-CPB Funds	\$1,983,999	\$1,773,299
<b>SUPPORT SERVICES</b>	<b>2017 data</b>	<b>2018 data</b>
4. Management and general	\$2,310,738	\$2,363,562
A. TV CSG	\$0	\$0
B. TV Interconnection	\$0	\$0
C. Other CPB Funds	\$16,857	\$5,813
D. All non-CPB Funds	\$2,293,881	\$2,357,749
5. Fund raising and membership development	\$2,524,134	\$2,287,853
A. TV CSG	\$0	\$0
B. TV Interconnection	\$0	\$0
C. Other CPB Funds	\$1,100	\$0
D. All non-CPB Funds	\$2,523,034	\$2,287,853
6. Underwriting and grant solicitation	\$218,497	\$165,789
A. TV CSG	\$0	\$0
B. TV Interconnection	\$0	\$0
C. Other CPB Funds	\$0	\$0
D. All non-CPB Funds	\$218,497	\$165,789
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
D. All non-CPB Funds	\$0	\$0
<b>8. Total Expenses (sum of lines 1 to 7) must agree with audited financial statements</b>	<b>\$14,882,635</b>	<b>\$14,826,212</b>
A. Total TV CSG (sum of Lines 1.A, 2.A, 3.A, 4.A, 5.A, 6.A, 7.A)	\$1,487,471	\$1,482,891
B. Total TV Interconnection (sum of Lines 1.B, 2.B, 3.B, 4.B, 5.B, 6.B, 7.B)	\$58,254	\$-1,819
C. Total Other CPB Funds (sum of Lines 1.C, 2.C, 3.C, 4.C, 5.C, 6.C, 7.C)	\$123,086	\$54,766
D. Total All non-CPB Funds (sum of Lines 1.D, 2.D, 3.D, 4.D, 5.D, 6.D, 7.D)	\$13,213,824	\$13,290,374

**INVESTMENT IN CAPITAL ASSETS**

Cost of capital assets purchased or donated

**2017 data****2018 data**

	<b>2017 data</b>	<b>2018 data</b>
9. Total capital assets purchased or donated	\$76,277	\$170,718
9a. Land and buildings	\$0	\$0
9b. Equipment	\$57,563	\$143,597
9c. All other	\$18,714	\$27,121
<b>10. Total expenses and investment in capital assets</b> (Sum of lines 8 and 9)	<b>\$14,958,912</b>	<b>\$14,996,930</b>

**Additional Information**

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

	<b>2017 data</b>	<b>2018 data</b>
11. Total expenses (direct only)	\$13,315,407	\$13,197,773
12. Total expenses (indirect and in-kind)	\$1,567,228	\$1,628,439
13. Investment in capital assets (direct only)	\$76,277	\$170,718
14. Investment in capital assets (indirect and in-kind)	\$0	\$0

## Comments

<b>Comment</b>	<b>Name</b>	<b>Date</b>	<b>Status</b>
WHA had considerable staffing growth in FY2018, most of which was in production and programming activities.	Paul Breen	11/28/2018	Note
Federal FY2016 & 2017 awards were expended in FY2017 while the FY2018 award was not expended until FY2019. The negative reflects an adjustment for a FY2017 overcharge.	Paul Breen	11/28/2018	Note
WHA-TV's Veterans Coming Home (VCH) project has reduced significantly over the past several fiscal years.	Paul Breen	11/28/2018	Note
WHA-TV's educational unit previously performed certain outreach services that were reduced in fiscal year 2018.	Paul Breen	11/28/2018	Note
Vacancies in fundraising positions and temporary decreases in canvassing led to reduction in fundraising expenses.	Paul Breen	11/28/2018	Note
WHA's corporate development manager was vacant for part of FY2018 and was filled with an internal candidate which perpetuated an underwriting vacancy.	Paul Breen	11/28/2018	Note
Purchases tend to vary depending on equipment needs.	Paul Breen	11/28/2018	Note

**Schedule F  
WHA-TV (1896)  
Madison, WI**

**2018 data**

**1. Data from AFR**

a. Schedule A, Line 22	\$14,549,108
b. Schedule B, Line 5	\$1,628,439
c. Schedule C, Line 6	\$0
d. Schedule D, Line 8	\$0
e. Total from AFR	\$16,177,547

**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

**2018 data**

**2. GASB Model A proprietary enterprise-fund financial statements with business-type activities only**

a. Operating revenues	\$9,363,557
b. Non-operating revenues	\$6,813,990
c. Other revenue	\$0
d. Captital grants, gifts and appropriations (if not included above)	\$0
e. Total From AFS, lines 2a-2d	\$16,177,547

**Reconciliation**

**2018 data**

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

Comments

Comment	Name	Date	Status
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