

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	2020 data	2021 data
1. Amounts provided directly by federal government agencies	\$12,939	\$5,153
A. Grants for facilities and other capital purposes	\$0	\$0
B. Department of Education	\$4,264	\$0
C. Department of Health and Human Services	\$0	\$0
D. National Endowment for the Arts and Humanities	\$0	\$0
E. National Science Foundation	\$0	\$0
F. Other Federal Funds (specify)	\$8,675	\$5,153
Description	Amount	
Funds earned from indirect costs	\$5,153	
2. Amounts provided by Public Broadcasting Entities	\$2,203,759	\$2,783,160
A. CPB - Community Service Grants	\$1,737,308	\$2,027,103
B. CPB - all other funds from CPB (e.g. DDF, RTL, Programming Grants)	\$363,416	\$695,519
C. PBS - all payments except copyright royalties and other pass-through payments. See Guidelines for details.	\$8,400	\$7,025
D. NPR - all payments except pass-through payments. See Guidelines for details.	\$0	\$0
E. Public broadcasting stations - all payments	\$94,635	\$53,513
F. Other PBE funds (specify)	\$0	\$0
3. Local boards and departments of education or other local government or agency sources	\$0	\$1,618
3.1 NFFS Eligible	\$0	\$1,618
A. Program and production underwriting	\$0	\$1,618
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
3.2 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
4. State boards and departments of education or other state government or agency sources	\$0	\$741,348
4.1 NFFS Eligible	\$0	\$1,348
A. Program and production underwriting	\$0	\$1,348
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	\$0	\$740,000
A. Rental income	\$0	\$0
B. Fees for services	\$0	\$740,000
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
5. State colleges and universities	\$4,927,641	\$5,095,300
5.1 NFFS Eligible	\$4,874,083	\$5,094,429
A. Program and production underwriting	\$17,759	\$0
B. Grants and contributions other than underwriting	\$0	\$36,560
C. Appropriations from the licensee	\$4,856,324	\$5,057,869
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
5.2 NFFS Ineligible	\$53,558	\$871
A. Rental income	\$0	\$0
B. Fees for services	\$53,558	\$871
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

6. Other state-supported colleges and universities	\$0	\$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	\$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
7. Private colleges and universities	\$1,300	\$0
7.1 NFFS Eligible	\$1,300	\$0
A. Program and production underwriting	\$1,300	\$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	\$462,396	\$379,690
8.1 NFFS Eligible	\$304,675	\$379,690
A. Program and production underwriting	\$277,925	\$291,440

B. Grants and contributions other than underwriting	\$26,750	\$88,250
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	\$157,721	\$0
A. Rental income	\$0	\$0
B. Fees for services	\$16,596	\$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	\$141,125	\$0
9. Business and Industry	\$392,685	\$413,697
9.1 NFFS Eligible	\$306,939	\$413,697
A. Program and production underwriting	\$298,609	\$413,697
B. Grants and contributions other than underwriting	\$8,330	\$0
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	\$85,746	\$0
A. Rental income	\$0	\$0
B. Fees for services	\$85,746	\$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
10. Memberships and subscriptions (net of membership bad debt expense)	\$4,160,096	\$4,377,371
10.1 NFFS Exclusion – Fair market value of premiums that are not of insubstantial value	\$374,584	\$461,563
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
10.3 Total number of contributors.	<u>2020 data</u> 32,804	<u>2021 data</u> 35,432
11. Revenue from Friends groups less any revenue included on line 10	\$0	\$0
	<u>2020 data</u>	<u>2021 data</u>

	2020 data	2021 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

	2020 data	2021 data
13. Auction revenue (see instructions for Line 13)	\$0	\$43,858
A. Gross auction revenue	\$0	\$101,801
B. Direct auction expenses	\$37,237	\$57,943
14. Special fundraising activities (see instructions for Line 14)	\$105,735	\$0
A. Gross special fundraising revenues	\$498,167	\$70,842
B. Direct special fundraising expenses	\$392,432	\$132,688
15. Passive income	\$452,731	\$652,925
A. Interest and dividends (other than on endowment funds)	\$452,553	\$506,919
B. Royalties	\$178	\$6,537
C. PBS or NPR pass-through copyright royalties	\$0	\$139,469
16. Gains and losses on investments, charitable trusts and gift annuities and sale of other assets (other than endowment funds)	\$273,344	\$3,921,740
A. Gains from sales of property and equipment (do not report losses)	\$0	\$0
B. Realized gains/losses on investments (other than endowment funds)	\$279,455	\$106,604
C. Unrealized gains/losses on investments and actuarial gains/losses on charitable trusts and gift annuities (other than endowment funds)	\$-6,111	\$3,815,136
17. Endowment revenue	\$49,972	\$294,062
A. Contributions to endowment principal	\$0	\$0
B. Interest and dividends on endowment funds	\$537	\$5
C. Realized net investment gains and losses on endowment funds (if this is a negative amount, add a hyphen, e.g., "-1,765")	\$41,407	\$43,161
D. Unrealized net investment gains and losses on endowment funds (if this is a negative amount, add a hyphen, e.g., "-1,765")	\$8,028	\$250,896
18. Capital fund contributions from individuals (see instructions)	\$263,784	\$187,296
A. Facilities and equipment (except funds received from federal or public broadcasting sources)	\$263,784	\$187,296
B. Other	\$0	\$0

19. Gifts and bequests from major individual donors

	2020 data	2021 data		
19.1 Total number of major individual donors	526	534		
20. Other Direct Revenue			\$40,080	\$3,511,953
Description			Amount	
Sales to individuals			\$54,675	
Exclusion Description			Amount	
Sale of premiums			\$16,097	
Telecasting production/teleconferencing			\$38,578	
Insurance proceeds			\$92,266	
Exclusion Description			Amount	
Refunds, rebates, reimbursements and insurance proceeds			\$92,266	
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	\$0
22. Total Revenue (Sum of lines 1 through 12, 13.A, 14.A, and 15 through 21)			\$16,938,391	\$22,684,897

[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

	2020 data	2021 data
23. Federal revenue from line 1.	\$12,939	\$5,153
24. Public broadcasting revenue from line 2.	\$2,203,759	\$2,783,160
25. Capital funds exclusion—TV (3.2D, 4.2D, 5.2D, 6.2D, 7.2D, 8.2D, 9.2D, 18A)	\$263,784	\$187,296
26. Revenue on line 20 not meeting the source, form, purpose, or recipient criteria	\$34,025	\$146,941
27. Other automatic subtractions from total revenue	\$1,386,820	\$5,547,016
A. Auction expenses – limited to the lesser of lines 13a or 13b	\$0	\$57,943
B. Special fundraising event expenses – limited to the lesser of lines 14a or 14b	\$392,432	\$70,842
C. Gains from sales of property and equipment – line 16a	\$0	\$0
D. Realized gains/losses on investments (other than endowment funds) – line 16b	\$279,455	\$106,604
E. Unrealized investment and actuarial gains/losses (other than endowment funds) – line 16c	\$-6,111	\$3,815,136
F. Realized and unrealized net investment gains/losses on endowment funds – line 17c, line 17d	\$49,435	\$294,057
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)	\$155,900	\$740,871
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)	\$141,125	\$0
K. FMV of high-end premiums (Line 10.1)	\$374,584	\$461,563
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. Total Direct Nonfederal Financial Support (Line 22 less Lines 23 through 27). (Forwards to line 1 of the Summary of Nonfederal Financial Support)	\$13,037,064	\$14,015,331

Comments

Comment	Name	Date	Status
Work study funded costs decreased due to COVID limiting the ability to utilize student help.	Paul Breen	2/2/2022	Note
FFY2021 CSG award was larger than previous year due primarily to increase in FY2019 NFFS.	Paul Breen	2/2/2022	Note
One-time American Rescue Plan Act grant was larger than prior year's CARES Act grant.	Paul Breen	2/2/2022	Note
Reduction part of a continuing effort to minimize cross-partnership billings.	Paul Breen	2/2/2022	Note
Wisconsin state agency made one-time payment to WHA-TV for education-related services.	Paul Breen	2/2/2022	Note
Wisconsin state agency made one time payment of \$740,000 to WHA-TV for education-related services.	Paul Breen	2/2/2022	Note
Increases provided by university related largely to state funded pay rate increases.	Paul Breen	2/2/2022	Note
There was virtually no fee for service production work in FY2021 due to COVID restrictions.	Paul Breen	2/2/2022	Note
There was virtually no fee for service production work in FY2021 due to COVID restrictions.	Paul Breen	2/2/2022	Note
Earned grant from licensee in FY2021.	Paul Breen	2/2/2022	Note
There was virtually no fee for service production work in FY2021 due to COVID restrictions.	Paul Breen	2/2/2022	Note
There was virtually no fee for service production work in FY2021 due to COVID restrictions.	Paul Breen	2/2/2022	Note

Comment	Name	Date	Status
There was virtually no fee for service production work in FY2021 due to COVID restrictions.	Paul Breen	2/2/2022	Note
Received gifts and grants from foundations supporting WHA-TV educational and journalism efforts.	Paul Breen	2/2/2022	Note
There were increases in underwriting across a variety of organization types in FY2021.	Paul Breen	2/2/2022	Note
There were underwriting increases across a variety of organizations in FY2021.	Paul Breen	2/2/2022	Note
WHA-TV continues to see year-to-year membership growth.	Paul Breen	2/2/2022	Note
Higher membership income was driven partially by increased premium offers.	Paul Breen	2/2/2022	Note
Auction was cancelled in FY2020 but done virtually in FY2021.	Paul Breen	2/2/2022	Note
Auction was cancelled in FY2020 but done virtually in FY2021.	Paul Breen	2/2/2022	Note
WHA-TV's Great Quilt Show was performed virtually in FY2021 reducing revenue and increasing support costs.	Paul Breen	2/2/2022	Note
WHA-TV's Great Quilt Show was performed virtually in FY2021 reducing revenue and increasing support costs.	Paul Breen	2/2/2022	Note
Increase in investments earning interest distributions.	Paul Breen	2/2/2022	Note
Several years of PBS royalties were accrued in FY2021.	Paul Breen	2/2/2022	Note
Fewer investments were liquidated during FY2021.	Paul Breen	2/2/2022	Note
FY2021 market conditions were much stronger than the prior year's.	Paul Breen	2/2/2022	Note
FY2021 market results were prior than in prior year.	Paul Breen	2/2/2022	Note
Fee for service production activity was nearly nonexistent in FY2021 due to COVID.	Paul Breen	2/3/2022	Note
The Great American Quilt Show went digital in FY2021, resulting in a loss on the event. Garden Expo was cancelled both in FY2020 & FY2021	Paul Breen	2/3/2022	Note