



Constant Contact Survey Results

Survey Name: 2011 Economic Impact Comparing 2010 2009 and 2008 Surveys

Response Status: Partial & Completed

Filter: None

7/24/2011 2:11 PM CDT

* The station and/or licensee is considering a new governance/ownership structure including: (check all that are being considered)

| Answer | 0% | 100% | Number of Response(s) | Response Ratio |
|--|----|------|-----------------------|----------------|
| consolidating with another public media entity | | | 6 | 4.3 % |
| sale of the station | | | 7 | 5.0 % |
| a License Management Agreement "LMA" | | | 6 | 4.3 % |
| No structure change is being considered. | | | 122 | 88.4 % |
| Other | | | 7 | 5.0 % |
| Totals | | | 138 | 100% |

How much annual cash support does your station receive from your university, college, school system, or state agency? (Cash support is defined as licensee payment of salaries, benefits, utilities, lease expenses, etc. INCLUDE DIRECT CASH SUPPORT FROM YOUR STATE. DO NOT INCLUDE IN-KIND SUPPORT.)

| Answer | 0% | 100% | Number of Response(s) | Response Ratio |
|-----------------------|----|------|-----------------------|----------------|
| \$0 | | | 26 | 18.4 % |
| \$1 - \$49,999 | | | 8 | 5.6 % |
| \$50,000 - \$149,999 | | | 18 | 12.7 % |
| \$150,000 - \$299,999 | | | 31 | 21.9 % |
| \$300,000 - \$599,999 | | | 30 | 21.2 % |
| \$600,000 - \$899,999 | | | 8 | 5.6 % |
| \$900,000 and over | | | 12 | 8.5 % |
| No Response(s) | | | 8 | 5.6 % |
| Totals | | | 141 | 100% |

* What percentage of the total budget does your licensee cash support represent? (Include direct cash support from your state if applicable.)

| Answer | 0% | 100% | Number of Response(s) | Response Ratio |
|----------------|----|------|-----------------------|----------------|
| 0% | | | 25 | 17.7 % |
| 1 - 10% | | | 26 | 18.4 % |
| 11 - 20% | | | 21 | 14.8 % |
| 21 - 30% | | | 14 | 9.9 % |
| 31 - 40% | | | 16 | 11.3 % |
| 41 - 50% | | | 10 | 7.0 % |
| 51% and more | | | 17 | 12.0 % |
| No Response(s) | | | 12 | 8.5 % |
| Totals | | | 141 | 100% |






* We anticipate and/or have already received notification of cash support reductions from the university, college, school system, or state.

| Answer | 0% | 100% | Number of Response(s) | Response Ratio |
|----------------|----|------|-----------------------|----------------|
| Yes | | | 54 | 38.2 % |
| No | | | 52 | 36.8 % |
| Not Applicable | | | 23 | 16.3 % |
| No Response(s) | | | 12 | 8.5 % |
| Totals | | | 141 | 100% |







* The cash support reduction from the university, college, school system, or the state is

| Answer | 0% | 100% | Number of Response(s) | Response Ratio |
|-----------------------------------|----|------|-----------------------|----------------|
| \$0, not applicable, or no change | | | 62 | 43.9 % |
| \$1 - \$24,999 | | | 31 | 21.9 % |
| \$25,000 - 49,999 | | | 8 | 5.6 % |
| \$50,000 - \$74,999 | | | 5 | 3.5 % |
| \$75,000 - \$139,999 | | | 8 | 5.6 % |
| \$140,000 - \$199,999 | | | 5 | 3.5 % |
| \$200,000 and over | | | 2 | 1.4 % |
| Other | | | 7 | 4.9 % |
| No Response(s) | | | 13 | 9.2 % |
| Totals | | | 141 | 100% |







PROGRAMMING & PUBLIC SERVICE - Due to the anticipated and/or actual cash support reductions * from the university, college, school system, or state we will have to reduce or eliminate (CHECK ALL THAT APPLY)

| Answer | 0% | 100% | Number of Response(s) | Response Ratio |
|--------------------------------|---|------|-----------------------|----------------|
| No changes |  | | 91 | 72.2 % |
| local programming services. |  | | 16 | 12.6 % |
| national programming services. |  | | 19 | 15.0 % |
| Website services. |  | | 4 | 3.1 % |
| Other |  | | 14 | 11.1 % |
| Totals | | | 126 | 100% |

*** TECHNICAL & EQUIPMENT - Due to anticipated or actual cash support reductions from the university, college, school system, or state we will have to reduce or eliminate (CHECK ALL THAT APPLY)**

| Answer | 0% | 100% | Number of Response(s) | Response Ratio |
|-------------------------|---|------|-----------------------|----------------|
| No change |  | | 91 | 72.2 % |
| technical upgrades. |  | | 15 | 11.9 % |
| equipment purchases. |  | | 21 | 16.6 % |
| service area expansion. |  | | 5 | 3.9 % |
| HD upgrades. |  | | 13 | 10.3 % |
| Other |  | | 7 | 5.5 % |
| Totals | | | 126 | 100% |

*** PERSONNEL - Due to anticipated or actual cash support reductions from the university, college, school system or state we will have (FTE = Full Time Equivalent)**

| Answer | 0% | 100% | Number of Response(s) | Response Ratio |
|-----------------------|---|------|-----------------------|----------------|
| 0 FTE changes. |  | | 98 | 69.5 % |
| 1 - 2 FTE reductions. |  | | 16 | 11.3 % |
| 3 - 6 FTE reductions. |  | | 3 | 2.1 % |
| 6 + FTE reductions. |  | | 3 | 2.1 % |
| Other |  | | 6 | 4.2 % |
| No Response(s) |  | | 15 | 10.6 % |
| Totals | | | 141 | 100% |

* In regards to imposed service fees or administrative overhead charges paid by the station to the university, college, school system, or state we anticipate

| Answer | 0% | 100% | Number of Response(s) | Response Ratio |
|--|----|------|-----------------------|----------------|
| no changes. | | | 90 | 63.8 % |
| the university will start charging for services once free. | | | 8 | 5.6 % |
| an increase in charges imposed. | | | 20 | 14.1 % |
| a decrease in charges imposed. | | | 1 | <1 % |
| Other | | | 6 | 4.2 % |
| No Response(s) | | | 16 | 11.3 % |
| Totals | | | 141 | 100% |

* ADDITIONAL - There are other changes in the following areas of financial support (CHECK ALL THAT APPLY):

| Answer | 0% | 100% | Number of Response(s) | Response Ratio |
|---|----|------|-----------------------|----------------|
| No changes anticipated | | | 37 | 29.5 % |
| reduction in audience support | | | 9 | 7.1 % |
| reduction in business financial support | | | 24 | 19.2 % |
| reduction in foundation support | | | 8 | 6.4 % |
| increase in audience support | | | 59 | 47.1 % |
| increase in business financial support | | | 46 | 36.8 % |
| increase in foundation support | | | 23 | 18.4 % |
| Other | | | 7 | 5.6 % |
| Totals | | | 125 | 100% |

Excluding the cash support from the CSG, university, college, school system, or state, the total change
 * for the other areas of local financial support (audience support + foundation support + business support)
 is

| Answer | 0% | 100% | Number of Response(s) | Response Ratio |
|--|----|------|-----------------------|----------------|
| no change or an increase in support | | | 77 | 54.6 % |
| a reduction from \$1 - \$24,999. | | | 20 | 14.1 % |
| a reduction from \$25,000 - \$49,999. | | | 9 | 6.3 % |
| a reduction from \$50,000 - \$74,999 | | | 1 | <1 % |
| a reduction from \$75,000 - \$139,999 | | | 2 | 1.4 % |
| a reduction from \$140,000 - \$199,999 | | | 0 | 0.0 % |
| a reduction from \$200,000 and over | | | 1 | <1 % |
| Other | | | 7 | 4.9 % |
| No Response(s) | | | 24 | 17.0 % |
| Totals | | | 141 | 100% |

Please enter the information indicated below.

| Answers | Number of Response(s) |
|----------------------------|-----------------------|
| First Name | 105 |
| Last Name | 105 |
| Company Name | 106 |
| City | 105 |
| State/Province (US/Canada) | 107 |