



## 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 %
<b>Totals</b>			<b>138</b>	<b>100%</b>





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 %
<b>Totals</b>			<b>141</b>	<b>100%</b>










\* 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 %
<b>Totals</b>			<b>141</b>	<b>100%</b>

\* 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 %
<b>Totals</b>			<b>141</b>	<b>100%</b>

\* 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 %
<b>Totals</b>			<b>141</b>	<b>100%</b>

**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 %
<b>Totals</b>			<b>126</b>	<b>100%</b>

**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 %
<b>Totals</b>			<b>126</b>	<b>100%</b>

**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 %
<b>Totals</b>			<b>141</b>	<b>100%</b>





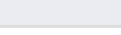
\* In regards to imposed service fees or administrative overhead charges paid by the station to the university, college, school system, or state we anticipate

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 %
<b>Totals</b>			<b>141</b>	<b>100%</b>

\* 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 %
<b>Totals</b>			<b>125</b>	<b>100%</b>

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 %
<b>Totals</b>			<b>141</b>	<b>100%</b>

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