



Constant Contact Survey Results

Survey Name: 2012 Economic Impact Comparing 2011 2010 2009 and 2008 Surveys

Response Status: Partial & Completed

Filter: None

8/1/2012 7:14 PM CDT








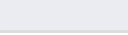
*The station and/or licensee is considering a new governance/ownership structure including: (check all that are being considered)

Answer	0%	100%	Number of Response(s)	Response Ratio
consolidating with another public media entity			7	5.2 %
sale of the station			3	2.2 %
a License Management Agreement "LMA"			5	3.7 %
No structure change is being considered.			114	85.7 %
Other			9	6.7 %
Totals			133	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			19	13.7 %
\$1 - \$49,999			9	6.5 %
\$50,000 - \$149,999			15	10.8 %
\$150,000 - \$299,999			29	21.0 %
\$300,000 - \$599,999			28	20.2 %
\$600,000 - \$899,999			11	7.9 %
\$900,000 and over			5	3.6 %
No Response(s)			22	15.9 %
Totals			138	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%			19	13.7 %
1 - 10%			19	13.7 %
11 - 20%			25	18.1 %
21 - 30%			18	13.0 %
31 - 40%			10	7.2 %
41 - 50%			9	6.5 %
51% and more			13	9.4 %
No Response(s)			25	18.1 %
Totals			138	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			37	26.8 %
No			53	38.4 %
Not Applicable			21	15.2 %
No Response(s)			27	19.5 %
Totals			138	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			74	53.6 %
\$1 - \$24,999			8	5.7 %
\$25,000 - 49,999			6	4.3 %
\$50,000 - \$74,999			4	2.8 %
\$75,000 - \$139,999			8	5.7 %
\$140,000 - \$199,999			1	<1 %
\$200,000 and over			4	2.8 %
Other			6	4.3 %
No Response(s)			27	19.5 %
Totals			138	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			87	78.3 %
local programming services.			8	7.2 %
national programming services.			10	9.0 %
Website services.			5	4.5 %
Other			12	10.8 %
Totals			111	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			86	78.8 %
technical upgrades.			12	11.0 %
equipment purchases.			11	10.0 %
service area expansion.			10	9.1 %
HD upgrades.			5	4.5 %
Other			5	4.5 %
Totals			109	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.			86	62.3 %
1 - 2 FTE reductions.			13	9.4 %
3 - 6 FTE reductions.			2	1.4 %
6 + FTE reductions.			0	0.0 %
Other			7	5.0 %
No Response(s)			30	21.7 %
Totals			138	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.			89	64.4 %
the university will start charging for services once free.			9	6.5 %
an increase in charges imposed.			6	4.3 %
a decrease in charges imposed.			0	0.0 %
Other			4	2.8 %
No Response(s)			30	21.7 %
Totals			138	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			31	28.7 %
reduction in audience support			14	12.9 %
reduction in business financial support			21	19.4 %
reduction in foundation support			10	9.2 %
increase in audience support			42	38.8 %
increase in business financial support			43	39.8 %
increase in foundation support			20	18.5 %
Other			5	4.6 %
Totals			108	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			74	53.6 %
a reduction from \$1 - \$24,999.			13	9.4 %
a reduction from \$25,000 - \$49,999.			4	2.8 %
a reduction from \$50,000 - \$74,999			3	2.1 %
a reduction from \$75,000 - \$139,999			5	3.6 %
a reduction from \$140,000 - \$199,999			1	<1 %
a reduction from \$200,000 and over			1	<1 %
Other			2	1.4 %
No Response(s)			35	25.3 %
Totals			138	100%

Please enter the information indicated below.

Answers	Number of Response(s)
First Name	87
Last Name	87
Company Name	87
City	87
State/Province (US/Canada)	89