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# University Station Alliance

## FY 2013 Annual Report

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Craig Beeby, Executive Director

# Executive Summary

The USA represented your interests in 2013 with the FCC Docket Postings, with the CPB CSG Radio Review Panel, and with developing organizational integrity tools and templates to increase your leadership efficiencies. The USA is an Internet/Web-based national resource with over 200 stations affiliated or actively involved. As a virtual interactive organization, the USA offers tools to assist public media managers in a university, college, school district or state agency environment. In that the USA is committed to preserving station resources, it only makes live presentations at established national and regional meetings in order to avoid duplicating travel expenses.

The USA will continue to develop tools and training resources to help stations. USA's initiatives include national representation, training managers, and developing leaders, building strategic alliances, sharing resources, guarding editorial integrity, benchmarking performance, and reviewing governance.

Craig Beeby, Executive Director  
December 31, 2013

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# Expenses

## Programming vs. Management

### Expense Classifications

- Programming 90%

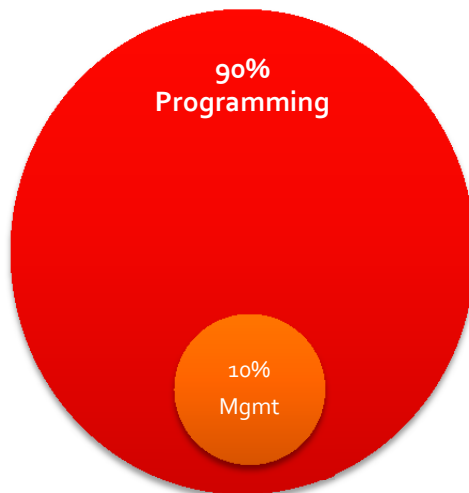
(Training, Developing Resources, Representation, & Consulting)

\$60,708.72

- Management 10%

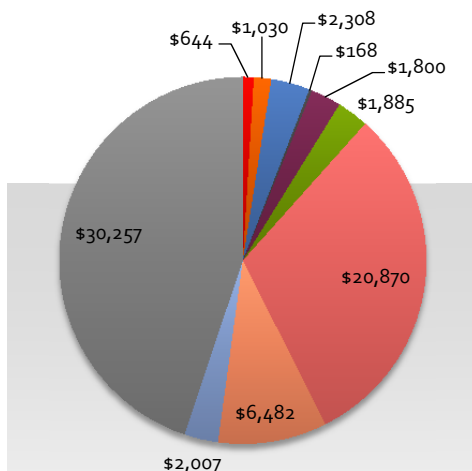
(Administration)

\$ 6,745.42



### EXPENSES BY CATEGORY

#### FY 2013



## Expenses by Category

The sidebar at the right shows the expenses by category. The FY 2013 expenses totaled \$67,454.14

TOP 4 EXPENSES	\$
WAGES & PAYROLL TAXES	51,127
TRAVEL	6,482
LEGAL & PROFESSIONAL FEES	2,308
UTILITIES - PHONE, INTERNET, ETC.	2,007



## Executive Director Contacts

In the past 6.5 years the USA has helped with over 2,285 station consultations and training initiatives. In 2013, as a result of USA consultations, on-site assessments, webinars, training, and regional presentations, the number of contacts made by the USA E.D. totaled 333. In 2013 he served on the CPB CSG Review Panel and was asked to serve on the Editorial Integrity Steering Committee. In 2014 he will participate with NPR in efforts to assist university-licensed stations with fundraising collaboration efforts.

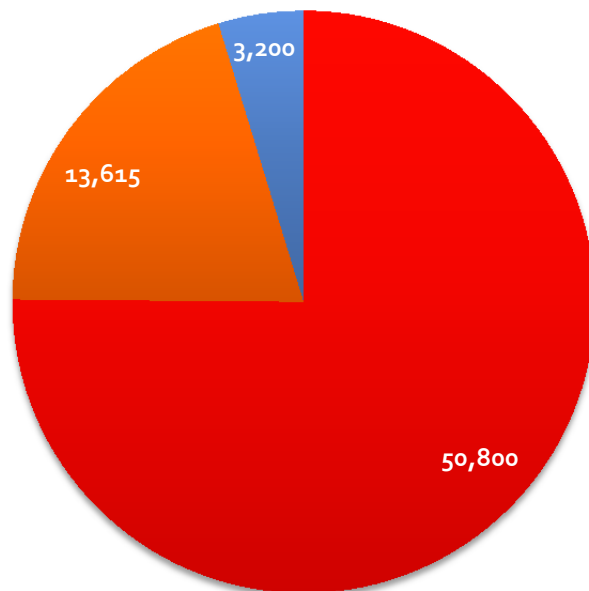
# Income

## Income by Category

**Affiliations** - The primary income for the USA comes from station affiliates. These resources fund the tools, services, and resources to help stations with the challenges and opportunities associated with their licensees. USA is a grassroots non-profit 501(c)(3). In a fiscal year, there are three primary billing periods (November, April, & July). Annual affiliation fees depend upon when an entity joins. The annual fee provides access to the *USA eNews Letter*, Facebook Page, USA Listserv, plus Twitter/Facebook Leadership training and quarterly Webinar Management/Leadership Training. All of these resources are reserved for Affiliates, putting them in contact with over 350 stations, USA managers, and top leaders in the public media industry.

**Corporate Supporters** - The USA Board is pleased we have Annual USA Corporate Supporters. The Corporate Supporters represent quality vendors, professionals and national organizations that recognize the importance of the USA to the public media system and are teaming up with us to help provide these needed resources.

**Contributions/Other** - A new category this year is "other/contributions". As a not-for-profit 501 (c)(3), the USA may receive tax-deductible pledges. A thank you is extended to all making a pledge of support.



2013 Income by Category

■ AFFILIATIONS ■ CONSULTING ■ CONTRIBUTIONS/OTHER

INCOME	\$
AFFILIATIONS	50,800
CONSULTING	13,615
OTHER/CONTRIBUTIONS	3,200
<b>TOTAL INCOME</b>	<b>67,615</b>

## Corporate Supporters



## Website Usage

Total Visits January through December 2013 – 28,370

Average Monthly Visits - 2,364

# Resources & Representation

## Resources

The USA offered real-world **customized resources for stations**. Training initiatives included:

**Webinars**



**Conference Training**



**On-Line Training**

**Station On-Sight  
Assessments**



**Quantitative Worth  
Worksheets**



**eNews Letter, Facebook,  
Twitter, & Listserv**

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## Representation

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USA advanced input on national issues and participated in important industry gatherings.

**Collaborations with  
National Organizations**



**Annual Economic  
Surveys**



**CSG Review Panel**

**Organization Integrity  
Review**



**Governance & Ownership  
Best Practices**



**FCC Proposals Feedback**

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## USA Affiliation Benefits

The USA was established in 2001 as a national not-for-profit support resource for University-Licensed public radio stations. University is a generic title that includes colleges, school systems, & state agencies.

## Resources

Website [www.us-alliance.org](http://www.us-alliance.org)      Webinar & Twitter Leadership Training  
 Twitter [www.twitter.com/CraigBeeby](http://www.twitter.com/CraigBeeby)      *20-Second Manager*  
 Facebook <https://www.facebook.com/UniversityStationAlliance>      Listserv & eNews Letters

## Tools

Quantitative Worth Calculator      Strategic Planning Models  
 Professional Surveys      Governance Examples & Guidelines  
 Marketing & Programming Advice University      Ownership Best Practices  
 Personnel Performance Enhancement      Ideas for Improving Management Oversight

## Services

Free Telephone Consultancy      National Representation  
 Fundraising Strategies Training      Community Volunteers Training  
 Internet-Based Services      Fee-Reduced Peer Reviews  
 On-Site Training      Management Training  
 Peer Reviews      Station Assessment

## Results: 2,280+ Station Consultations and Training Initiatives since 2007

Increased Listener Support      Reduced Overhead Costs  
 Improved University/Station Relations      Improved Personnel Performance  
 Editorial Integrity Protected      Governance Protocol Established  
 Strategic Planning Resulted in Efficient Operations & New Income

## USA Goals

- to strengthen the public broadcasting system through improving the relationship between broadcasters and universities;
- to focus on commonalities of purpose between a station and its university licensee; to integrate university/station missions and strategic plans so that stations have a place at the university table;
- to assist stations in managing licensee relations on a day-to-day basis;
- to establish "firewall" standards of editorial integrity;
- to test the assumption that it is in the best interest of all university stations to continue to be owned and operated by universities; and if not,
- to explore available options and help the station/licensee facilitate the transition

## Executive Director

Craig Beeby became the founding President of the USA in 2001 and the USA E.D. in 2007. He has been involved in commercial and public broadcasting for four decades. Under Beeby's leadership as Director/GM, KOSU, a university-owned station, won 276 awards for news excellence and expanded into a statewide network. A broadcast consultant and trainer on the international and national levels, he has two degrees in Radio-TV-Film Sales and Management and Mass Communications.



Craig Beeby  
[craig\\_usa@att.net](mailto:craig_usa@att.net)  
 @CraigBeeby  
 (405) 624-1192

# USA Board & Contact Information

1017 W Brooke Hollow Ct  
Stillwater, OK 74075

(405) 624-1192

[craig.usa@att.net](mailto:craig.usa@att.net)

[www.us-alliance.org](http://www.us-alliance.org)

[www.twitter.com/CraigBeeby](https://www.twitter.com/CraigBeeby)



**John Hess**  
President  
(208) 426-1984  
Station: **KBSU**  
[johnhess@boisestate.edu](mailto:johnhess@boisestate.edu)



**Craig Beeby**  
Executive Director  
(405) 624-1192  
[craig.usa@att.net](mailto:craig.usa@att.net)  
[@CraigBeeby](https://twitter.com/CraigBeeby)



**Kerry Swanson**  
Vice President  
(509) 335-6512  
Station: **Northwest Public Radio**  
[kerry\\_swanson@wsu.edu](mailto:kerry_swanson@wsu.edu)



**Tom Hunt**  
Secretary  
Station: **WCBU**  
Tel (309) 677-2764  
[thunt@fsmail.bradley.edu](mailto:thunt@fsmail.bradley.edu)



**Chuck Singleton**  
Treasurer  
(718) 817-4560  
Station: **WFUV**  
[csingleton@wfuv.org](mailto:csingleton@wfuv.org)



**Caryn Mathes**  
Board Member  
(202) 885-1244  
Station: **WAMU**  
[cmathes@wamu.org](mailto:cmathes@wamu.org)



**Ed Subkis**  
Board Member  
(707) 826-6085  
Station: **KHSU**  
[edward.subkis@humboldt.edu](mailto:edward.subkis@humboldt.edu)



**Ernie Sanchez**  
Board Member  
(202) 237-2814  
**Sanchez Law Firm**  
[ernestsanchez2348@gmail.com](mailto:ernestsanchez2348@gmail.com)



**Connie Walker**  
Board Member  
(919) 445-9170  
Station: **WUNC**  
[cwalker@mail.wuncfm.unc.edu](mailto:cwalker@mail.wuncfm.unc.edu)



**Madison Hodges**  
Board Member  
Station: **WQCS**  
(772) 462-7811  
[mhodes@irsc.edu](mailto:mhodes@irsc.edu)