
FY 2014
Annual Report



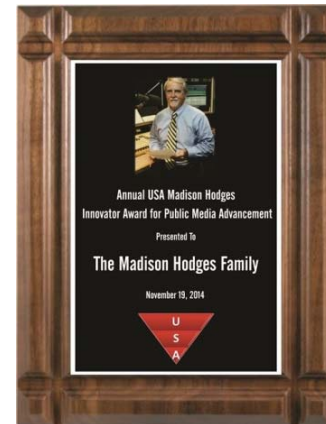
University Station Alliance

December 31, 2014

Craig Beeby, Executive Director

Executive Summary

- In 2014, the USA created *The Annual USA Madison Hodges Innovator Award for Public Media Advancement*. This award reflects the USA's Mission and the late Madison Hodges' [(1947 – 2014) past USA Executive Director] desire to strengthen the public media system through improving the relationship between broadcasters and their licensees to help the station/licensee transition to success.



- In 2014, the USA developed a 21st Century model for management training and resources including the *USA Leadership Academy* and the *USA Unconference*. 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.

<http://vimeo.com/groups/usalliance>

- In 2015, the USA will continue to develop tools and training resources. USA's initiatives include national representation, training managers, and developing leaders, building strategic alliances, sharing resources, guarding editorial integrity, benchmarking performance, surveying stations, and reviewing governance.

Craig Beeby, Executive Director
December 31, 2014

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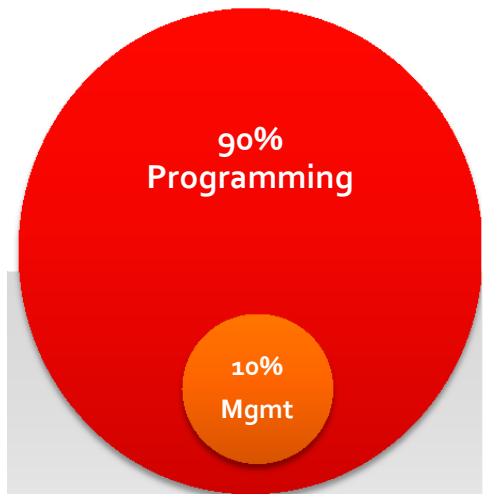
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Expenses

Programming vs. Management

Expense Classifications

- **Programming 90%** (Leadership Academy Training, Developing Resources, Representation, & Consulting) \$65,831
- **Management 10%** (Administration) \$ 7,314



Expenses by Category

The sidebar at the right shows the expenses by category. The FY 2014 expenses totaled \$67,454.14

TOP 4 EXPENSES	\$
WAGES & PAYROLL TAXES	53,872
UTILITIES - PHONE, INTERNET, WEBINARS, RENT, INSURANCE, SUPPLIES, ETC.	9,846
TRAVEL	7512
LEGAL & PROFESSIONAL FEES	1,916
TOTAL EXPENSES	73,146

Expenses

Executive Director Contacts

In the past 7.5 years the USA has helped with over **2,742 station consultations and training initiatives**. As a result of USA consultations, on-site assessments, webinars, training, unconferences, leadership academy videos, and regional presentations, the number of contacts made by the USA E.D. in **2014 totaled 457**. This is a dramatic increase over the **2013 total of 333**. This reflects the additional individuals served through the new **USA Leadership Academy**.



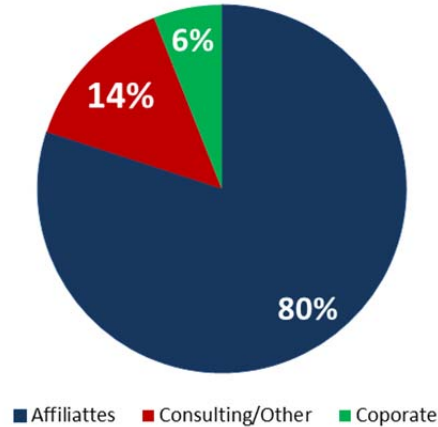
Income

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 USA’s training, services, and resources. All of these assets are reserved for Affiliates, putting them in contact with over 350 stations, USA managers, and top leaders in the public media industry.

Consulting/Other – In 2014, the USA conducted on-site assessments for 1 public radio and 1 public TV stations. And 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.

Corporate Support – We are 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.



Income

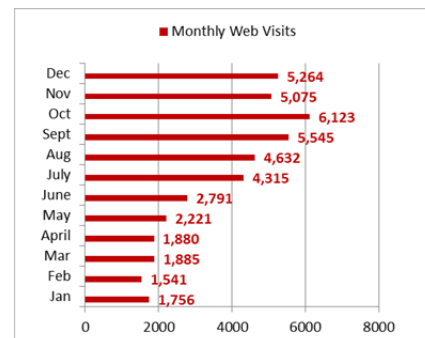
INCOME	\$
AFFILIATIONS	59,286
CONSULTING/OTHER	9,972
CORPORATE SUPPORT	4,500
TOTAL INCOME	73,758

Corporate Supporters



Website Usage

Total Visits – 43,028
Average Monthly Visits - 3,586



Resources & Representation

Resources

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

USA Unconferences

USA GM Shadowing Program

Leadership Academy
On-Line Training

Station On-Sight Assessments

Quantitative Worth Worksheets

eNews Letter, Facebook,
Twitter, & Listserv

Representation

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





USA Affiliation Benefits

Leadership Academy – Monthly On-Demand Training Videos, & Quarterly Unconferences

Resources

Website www.us-alliance.org Webinar & Twitter Leadership Training
 Twitter 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: 2,700+ 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.



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