



### Constant Contact Survey Results

**Survey Name:** Economic Impact Nov 03 2008 Survey

**Response Status:** Completed

**Filter:** None

Nov 17, 2008 11:25:07 AM

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	20.4 %
\$1 - \$49,999			9	7.0 %
\$50,000 - \$149,999			13	10.2 %
\$150,000 - \$299,999			31	24.4 %
\$300,000 - \$599,999			35	27.5 %
\$600,000 - \$899,999			6	4.7 %
\$900,000 and over			7	5.5 %
No Response(s)			0	0.0 %
<b>Totals</b>			<b>127</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%			24	18.8 %
1 - 10%			28	22.0 %
11 - 20%			23	18.1 %
21 - 30%			19	14.9 %
31 - 40%			12	9.4 %
41 - 50%			12	9.4 %
51% and more			9	7.0 %
No Response(s)			0	0.0 %
<b>Totals</b>			<b>127</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			53	41.7 %
No			50	39.3 %
Not Applicable			24	18.8 %
No Response(s)			0	0.0 %
<b>Totals</b>			<b>127</b>	<b>100%</b>

\* The anticipated 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			71	55.9 %
\$1 - \$24,999			22	17.3 %
\$25,000 - 49,999			13	10.2 %
\$50,000 - \$74,999			8	6.2 %
\$75,000 - \$139,999			2	1.5 %
\$140,000 - \$199,999			3	2.3 %
\$200,000 and over			1	<1 %
Other			7	5.5 %
No Response(s)			0	0.0 %
<b>Totals</b>			<b>127</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			85	60.2 %
local programming services.			25	17.7 %
national programming services.			12	8.5 %
Website services.			4	2.8 %
Other			15	10.6 %
<b>Totals</b>			<b>141</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			84	50.0 %
technical upgrades.			22	13.0 %
equipment purchases.			32	19.0 %
service area expansion.			7	4.1 %
HD upgrades.			16	9.5 %
Other			7	4.1 %
<b>Totals</b>			<b>168</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.			90	70.8 %
1 - 2 FTE reductions.			22	17.3 %
3 - 6 FTE reductions.			5	3.9 %
6 + FTE reductions.			0	0.0 %
Other			10	7.8 %
No Response(s)			0	0.0 %
<b>Totals</b>			<b>127</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.			93	73.2 %
the university will start charging for services once free.			11	8.6 %
an increase in charges imposed.			13	10.2 %
a decrease in charges imposed.			0	0.0 %
Other			10	7.8 %
No Response(s)			0	0.0 %
<b>Totals</b>			<b>127</b>	<b>100%</b>

\* ADDITIONAL - There may be 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			34	15.6 %
reduction in audience support			42	19.3 %
reduction in business financial support			62	28.5 %
reduction in foundation support			29	13.3 %
increase in audience support			23	10.5 %
increase in business financial support			14	6.4 %
increase in foundation support			6	2.7 %
Other			7	3.2 %
<b>Totals</b>			<b>217</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			39	30.7 %
a reduction from \$1 - \$24,999.			29	22.8 %
a reduction from \$25,000 - \$49,999.			18	14.1 %
a reduction from \$50,000 - \$74,999			15	11.8 %
a reduction from \$75,000 - \$139,999			11	8.6 %
a reduction from \$140,000 - \$199,999			2	1.5 %
a reduction from \$200,000 and over			8	6.2 %
Other			5	3.9 %
No Response(s)			0	0.0 %
<b>Totals</b>			<b>127</b>	<b>100%</b>