



Constant Contact Survey Results

Survey Name: 2010 Economic Impact Comparing 2009 and 2008 Surveys

Response Status: Partial & Completed

Filter: None

Jul 20, 2010 1:46:42 PM


* 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			10	6.9 %
sale of the station			6	4.1 %
a License Management Agreement "LMA"			10	6.9 %
No structure change is being considered.			117	81.8 %
Other			10	6.9 %
Totals			143	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			31	21.0 %
\$1 - \$49,999			11	7.4 %
\$50,000 - \$149,999			22	14.9 %
\$150,000 - \$299,999			22	14.9 %
\$300,000 - \$599,999			27	18.3 %
\$600,000 - \$899,999			11	7.4 %
\$900,000 and over			12	8.1 %
No Response(s)			11	7.4 %
Totals			147	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%			28	19.0 %
1 - 10%			24	16.3 %
11 - 20%			18	12.2 %
21 - 30%			16	10.8 %
31 - 40%			12	8.1 %
41 - 50%			11	7.4 %
51% and more			20	13.6 %
No Response(s)			18	12.2 %
Totals			147	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			67	45.5 %
No			36	24.4 %
Not Applicable			24	16.3 %
No Response(s)			20	13.6 %
Totals			147	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			58	39.4 %
\$1 - \$24,999			23	15.6 %
\$25,000 - 49,999			12	8.1 %
\$50,000 - \$74,999			8	5.4 %
\$75,000 - \$139,999			6	4.0 %
\$140,000 - \$199,999			4	2.7 %
\$200,000 and over			7	4.7 %
Other			9	6.1 %
No Response(s)			20	13.6 %
Totals			147	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			72	58.5 %
local programming services.			15	12.1 %
national programming services.			23	18.6 %
Website services.			5	4.0 %
Other			24	19.5 %
Totals			123	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			72	58.5 %
technical upgrades.			31	25.2 %
equipment purchases.			34	27.6 %
service area expansion.			11	8.9 %
HD upgrades.			17	13.8 %
Other			9	7.3 %
Totals			123	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.			77	52.3 %
1 - 2 FTE reductions.			22	14.9 %
3 - 6 FTE reductions.			4	2.7 %
6 + FTE reductions.			3	2.0 %
Other			17	11.5 %
No Response(s)			24	16.3 %
Totals			147	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.			85	57.8 %
the university will start charging for services once free.			11	7.4 %
an increase in charges imposed.			15	10.2 %
a decrease in charges imposed.			2	1.3 %
Other			9	6.1 %
No Response(s)			25	17.0 %
Totals			147	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			27	22.1 %
reduction in audience support			30	24.5 %
reduction in business financial support			44	36.0 %
reduction in foundation support			22	18.0 %
increase in audience support			44	36.0 %
increase in business financial support			39	31.9 %
increase in foundation support			10	8.1 %
Other			6	4.9 %
Totals			122	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			62	42.1 %
a reduction from \$1 - \$24,999.			20	13.6 %
a reduction from \$25,000 - \$49,999.			11	7.4 %
a reduction from \$50,000 - \$74,999			8	5.4 %
a reduction from \$75,000 - \$139,999			7	4.7 %
a reduction from \$140,000 - \$199,999			0	0.0 %
a reduction from \$200,000 and over			7	4.7 %
Other			7	4.7 %
No Response(s)			25	17.0 %
Totals			147	100%