

U:SA Quantitative Worth Worksheet

As a benefit of your U:SA affiliate membership, U:SA will calculate your station's **Quantitative Worth** by determining its Public Service and Public Relations Values. During these challenging times, your licensee may ask why they own a public radio station and what are they getting in return. After seeing the QWA return on their relatively small investment, they will be reassured they are truly holding a public treasure. Stations have received their calculations for Quantitative Worth in figures ranging from \$1.96 million to over \$59 million in annual value to the Licensee...I look forward to providing your Analysis. All work is confidential.

To calculate your station's Quantitative Worth please answer each of the following. If there are no numbers corresponding to the question, answer "0".

Your Name: _____ Title: _____

Contact Number: _____ Contact email: _____

Call Letters: _____ Licensee Name: _____

From CPB Annual Report:

Annual Listener support or membership revenue \$ _____ CPB Grants \$ _____

Gifts & Grants from Nonprofits \$ _____

Value of Community Volunteer Hours \$ _____ (if not sure multiply total hours times minimum wage)

Audience information:

Weekly Cume (TSA) (4 quarter average or if rural 2 quarter average) or (PPM use – Weekly Cume) _____

Time spent listening (4 quarter average or if rural 2 quarter average) or (PPM - Average Weekly Time Exposed) _____

Number of members or contributors _____

NOTE: IF NO AUDIENCE NUMBERS ARE AVAILABLE, WE WILL NOT BE ABLE TO CALCULATE THE QUANTITATIVE WORTH.

Public Relations Value:

Institution ID's number per hour _____ number of hours in day _____ number of day (i.e. 365) _____
(Example 1 ID per hour @ 24 hours per day @ 365 days = 8760 annual ID's)

Hourly institution related program segments annual _____

Licensee news stories _____ plus number of days aired _____ plus number of times per day _____
(Example 34 news stories aired 4 times per day per story annual total = 136)

Licensee public service announcements daily _____ mentions _____ total number days (i.e. 365) _____
(Example 5 PSA's a day running 2 times per day for total number of day of 365 = 3,650 annual PSA's)

Underwriting rate \$ _____

Return this worksheet to Virginia Dambach, U:SA, via email at Virginia.dambach@us-alliance.org or by mail to 1745 8th St. S, Fargo ND 58103. Your Analysis will be returned to you within 10 working days.