

EXHIBIT A

Station Activities Benchmarking Study (SABS)

This MS-Excel file provides a copy of the FY2011 SABS survey. You may use this file to help complete the SABS survey BUT you are still required to enter all of your results into the online SABS survey. You can access the SABS survey by logging into CPB's ISIS application (see instructions below). This file is a working copy of the survey in that all formulas and calculations are active in this spreadsheet. However, this file will NOT pre-populate data items from the prior year survey, nor data points provided by CPB. These items will ONLY be pre-populated in the on-line version of the SABS survey.

Important SABS Information

- 1) You will need to log into the ISIS system to access the SABS survey --> <http://ISIS.cpb.org>
- 2) Please report your station's activities for the 2011 Fiscal Year in the FY2011 SABS survey
- 3) The FY2011 SABS survey must be completed and submitted to CPB by February 15, 2012
- 4) If you have any questions about the SABS survey please contact the help desk

E-Mail: **SABS@cpb.org**

Toll-Free Number: **866.635.ISIS [4747]**

1. Station Information

1.1	Statement of Financial Position (Balance Sheet)	End of Previous FY	End of Current FY	
	Assets			
	Cash and Cash Equivalents			Previous Year Pre-Populated
	All Other Current Assets			
	All Non-Current Assets			
	Total Assets	\$0	\$0	
	Liabilities			
	All Current Liabilities			
	All Non-Current Liabilities			
	Total Liabilities	\$0	\$0	
	Net Assets			
	Invested in Capital Assets (Net of Related Debt)			GASB stations only - line item from GASB Balance Sheet
	Other Restricted Net Assets			
	Unrestricted Net Assets			
	Total Net Assets	\$0	\$0	
	Balance Formula (TA - (TL+TNA))			
		\$0	\$0	Balance Formula Must Equal Zero

For Joint Licensee only: In question 1.1, did you report your Balance Sheet positions as a combined entity or TV operations only?		Drop Down
Joint Licensee: Reported Separately		
Joint Licensee: Reported as Combined Entity		

1.2	Audited Financial Statements Filing Status (for Joint Licensees Only)	Drop Down
	Filing Status (for Joint Licensees Only)	
	Joint Licensee: Reporting Separately	
	Joint Licensee: Reporting Combined	

2. Revenue

2.1 Total Station Revenue		Total (\$)	
Passive Revenue			
Royalties (AFR Schedule A 15b)			
Copyright Tribunal Distributions (AFR Schedule A 15c)			
Gains on Sale of Assets - Property and Equipment (AFR Schedule A 16a)			
Interest and Dividends: Non-Endowment (AFR Schedule A 15a)			
Interest and Dividends: Endowment (AFR Schedule A 17b)			
Realized Gains (Losses) on Marketable Securities Transactions: Non-Endowment (AFR Schedule A 16b)			
Realized Gains (Losses) on Marketable Securities Transactions: Endowment			
Unrealized Gains (Losses) on Marketable Securities Transactions: Non-Endowment (AFR Schedule A 16c)			
Unrealized Gains (Losses) on Marketable Securities Transactions: Endowment			
Total Passive Revenue		\$0	
Non-Passive Revenue			
CPB CSG			=Community Service Grant + Interconnection Grant + Distance Service Grant + Local Service Grant
Membership (Contributions < \$1,000)	\$0		Pre-populate from #5.1
Major Giving (Contributions >= \$1,000)	\$0		Pre-populate from #5.3
Planned Giving (Realized)	\$0		Pre-populate from #5.5
Capital			Must be less than or equal to total Capital in #2.2
Endowment	\$0		Pre-populate from total Endowment in #2.2 minus passive Endowment from #2.1
Grant Solicitation (Competitive)			
Production Underwriting	\$0		Pre-populate from #6.2
Spot/Run of Schedule Underwriting	\$0		Pre-populate from #6.3
All Other Underwriting	\$0		Pre-populate from #6.1
Contract Production & Services			
Content Distribution Activities	\$0		Pre-populate from #10.1
Program Guide			
Auction (AFR Schedule A 13a)	\$0		Pre-populate from #7.1
Subsidiaries (AFR Schedule A 12)			
State Government Appropriation (Unrestricted)			
All Other			
Total Non-Passive Revenue		\$0	
Total Station Revenue		\$0	Should equal TSR from #2.2

2.2 Revenue Sources and Type						
	Trade/In-Kind Revenue	Indirect Support including Occupancy	Capital	Endowment	All Other Revenue	Total
Federal Government (Non-CPB)						\$0
State Government						\$0
Local and All Other Government						\$0
CPB						\$0
PBS						\$0
NPR						\$0
Public Broadcasting Stations						\$0
Individuals						\$0
Businesses (For Profit Entities)						\$0
Foundations (Not For Profit Entities)						\$0
State and State Supported Colleges and Universities						\$0
Private Colleges and Universities						\$0
All Other Sources						\$0
Total Station Revenue	\$0	\$0	\$0	\$0	\$0	\$0

Should equal TSR from #2.1

3. Expenses

3.1 Station Expenses (Excluding Depreciation)	Full Time Equivalents (FTEs)	Salary	Bonus/ Incentive Comp.	Benefits & Accruals	Direct, Indirect & In-Kind Expenses	Total Expenses
Corporate Management & Support						
General Management (CEO, COO, General Counsel, etc. - Do Not allocate any time from these individuals to other areas in this question)						\$0
Finance and HR						\$0
Administrative Support						\$0
Total Corporate Management & Support	0.00	\$0	\$0	\$0	\$0	\$0
Development						
Membership - Pledge/On-Air						\$0
Membership - Direct Mail						\$0
Membership - Telemarketing						\$0
Membership - Web/Online Fundraising						\$0
Membership - All Other						\$0
Major Giving						\$0
Planned Giving						\$0
Capital Campaigns						\$0
Endowment Campaigns						\$0
Grant Solicitation (Competitive)						\$0
Total Development	0.00	\$0	\$0	\$0	\$0	\$0
Auction						
Auction					\$0	\$0
Underwriting						
National Production Underwriting						\$0
Local Production Underwriting						\$0
Spot/Run of Schedule Underwriting						\$0
Educational Services Underwriting						\$0
Community Engagement Underwriting						\$0
Special Event & Other Underwriting						\$0
Total Underwriting	0.00	\$0	\$0	\$0	\$0	\$0
Programming						
Program Acquisition						\$0
Program Scheduling						\$0
Total Programming	0.00	\$0	\$0	\$0	\$0	\$0
Production						
National Broadcast Production					\$0	\$0
Local Broadcast Production					\$0	\$0
Contract Production & Services						\$0
Non Broadcast Production (including Fixed Point to Point, Web, etc.)					\$0	\$0
Total Production	0.00	\$0	\$0	\$0	\$0	\$0
Content Distribution & Delivery (CD&D)						
Transmission/Distribution						\$0
Operations (Master Control)						\$0
Technical Maintenance						\$0
Production Support						\$0
Information Technology						\$0
Total CD&D	0.00	\$0	\$0	\$0	\$0	\$0
Educational Services and Community Engagement						
Educational Services					\$0	\$0
Community Engagement					\$0	\$0
Total Educational Services and Community Engagement	0.00	\$0	\$0	\$0	\$0	\$0
Marketing/ Customer Relationship Management						
Marketing, PR & Communications						\$0
Program Guide						\$0
Viewer & Member Services						\$0
Special Events						\$0
Total Customer/Relationship Management	0.00	\$0	\$0	\$0	\$0	\$0
Other Activities & Services						
Other Activities & Services						\$0
Total Station Expenses (Excluding Depreciation)	0.00	\$0	\$0	\$0	\$0	\$0

3.2 **Other Activities & Services**
 Please Describe Other Activities & Services (Required if this expense category is utilized in Station Expenses)

3. Expenses

3.3	Student/Intern Personnel (Detailed Break-out from station FTEs)	Full Time Equivalents (FTEs)	Subset of FTEs reported in #3.1		
	Corporate Management & Support				
	Development				
	Auction				
	Underwriting				
	Programming				
	Production				
	CD&D				
	Educational Services				
	Community Engagement				
	Customer/Relationship Management				
	Other Activities & Services				
Total Student/Intern FTEs	0.00				
3.4	In-Kind Expense Detail	In-Kind Expenses \$	Subset of Direct, Indirect and In-Kind Expenses reported in #3.1		
	Corporate Management & Support				
	Development				
	Auction				
	Underwriting				
	Programming				
	Production				
	CD&D				
	Educational Services				
	Community Engagement				
	Customer/Relationship Management				
	Other Activities & Services				
Total Station In-Kind Expenses	\$0				
3.5	Indirect Support Expense Detail	Indirect Expenses \$	Subset of Direct, Indirect and In-Kind Expenses reported in #3.1		
	Indirect Support - Occupancy				
	Indirect Support - Analog Transmitter Power				
	Indirect Support - Digital Transmitter Power				
	Indirect Support - All Other Expenses				
	Total Station Indirect Support	\$0			Should Match Total Indirect Support - Revenue #2.1
	Total Station In-Kind Plus Indirect (Including Occupancy) Expenses	\$0			
3.6	Capital Expenses and Related Items	Capital Expenses (\$)	Depreciation/Amortization (\$)	(\$) Funded Depreciation	
	Land and Buildings				
	Administrative and General Office Equipment				
	Production Equipment				
	CD&D and IT Equipment				
	Production Content (Capitalization and Amortization of Shows/Content)				
	Other Capital Expenditures				
	Total	\$0	\$0	\$0	
	Total Station Expenses (Including Depreciation)		\$0	Should Equal Audited Financial Statements	

4. Corporate Management & Support

Corporate Management & Support Expense Detail		Direct, Indirect & In-Kind Expenses (\$)
4.1	Do Not Allocate These Expenses to Other Functional Areas	
	Rent/Lease/Mortgage (excluding tower lease payments)	
	Telecommunications and Utilities (excluding Transmitter Power)	Water, sewer, telephone etc.
	Consulting, Contracted & Outsourced Personnel and Services Fees	
	Legal Fees	
	Accounting/Payroll Fees	
	Governance and Advisory Board Expenses	
	Insurance - Property, Liability & Other Corporate (Non-Employee Benefits)	
	Facilities Maintenance	Janitorial etc.
	Professional Development/Training (For All Staff)	
	Indirect Support including Occupancy (Excluding Indirect Transmitter Power)	\$0
	Interest Expense	Pre-filled from 1st & 4th row of #3.5
	All Other Corporate Management & Support	
	Total Corporate Management & Support	\$0
Station Volunteers		
4.2		# of Volunteer event days
	Report the total number of volunteer event days that benefited your station during the fiscal year?	

5. Development

5.1	Membership Revenue (<\$1,000)	New (\$)	Renewal (\$)	Re-join (\$)	Add-Gift (\$)	Total
	Pledge/On Air					\$0
	Direct Mail					\$0
	Telemarketing					\$0
	Web/Online					\$0
	Other Membership Programs					\$0
	Total	\$0	\$0	\$0	\$0	\$0

5.2	Membership - # of Donors (<\$1,000)	New (#)	Renewal (#)	Re-join (#)	Total	Add-Gift (#)
	Pledge/On Air				0	
	Direct Mail				0	
	Telemarketing				0	
	Web/Online				0	
	Other Membership Programs				0	
	Total	0	0	0	0	0

5.3	Cumulative Annual Gifts (Membership and Major Giving)	Number of Donors (#)	Number of Gifts (#)	Amount of Gifts (\$)
	\$1 to \$999	0	0	\$0
	\$1,000 to \$9,999			
	\$10,000 and above			
	Total	0	0	\$0

Prefilled from #5.1 & #5.2

5.4	Gift Type Detail	Total
	Matching Gifts (\$ Amount)	
	Sustainer Gifts (# of Donors)	

5.5	Planned Giving Revenue Detail	Realized in FY (#)	Realized in FY (\$)
	Total		

* Realized = Gifts actually received (probably following the death of the donor)

5.6	Endowment Fund Detail	Endowment Fund (\$)
	Value of Fund at start of Fiscal Year?	
	New Endowment Contributions	\$0
	Realized Investment Gains	\$0
	Unrealized Investment Gains (Losses)	\$0
	Discretionary spending from the Endowment Fund	
	Discretionary additions to the Endowment Fund	
	Value of Fund at end of Fiscal Year?	\$0
	Value of pledged gifts not yet received?	

Pre-Populated - Previous Year's Value at End of Year
 Pre-Populated - #2.2 Less Non-passive
 Pre-Populated - #2.1 Passive (Interest & Realized)
 Pre-Populated - #2.1 Passive (Unrealized)

5.7	Development Expenses	Direct & In-Kind Expenses (\$)
	Premiums: Total	
	Consulting, Contracted & Outsourced Personnel and Services Fees	
	Other Expenses	
	Total	\$0

5.8	Pledge Appeal Minutes	# of Minutes
	Live	
	Virtuals/Pledge Events	
	Pre-Taped Local Breaks	
	Air-Checks	
	Total	0
	# of total Pledge Appeal Minutes between 11PM and 6AM?	

6. Underwriting

6.1 Underwriting Revenue Detail		Revenue (\$)
National Production Underwriting		
Local Production Underwriting		
Spot/Run of Schedule Underwriting		\$0
Educational Services Underwriting		
Community Engagement Underwriting		
Special Events/Other Underwriting		
Total		\$0

National plus Local must sum to the Production Underwriter Detail Revenue in Question #6.2
Pre-Populated - From Question #6.3
Do not include Auction Underwriting - report in Auction Section

6.2 Production Underwriter Detail (National and Local Production Underwriting)		Total # of Underwriters	Revenue (\$)
Individuals			
Businesses (For Profit Entities)			
Foundations (Not For Profit Entities)			
Government (Federal, State and Local and Other Gov't)			
All Other (CPB, PBS, NPR, Other Public Broadcasting Stations & Entities, Colleges & Universities and All Other)			
Total		0	\$0

6.3 Spot/Run of Schedule Underwriter Detail		Total # of Underwriters	Revenue (\$)
Individuals			
Businesses (For Profit Entities)			
Foundations (Not For Profit Entities)			
Government (Federal, State and Local and Other Gov't)			
All Other (CPB, PBS, NPR, Other Public Broadcasting Stations & Entities, Colleges & Universities and All Other)			
Total		0	\$0

6.4 Underwriting Detail - Expenses		Direct & In-Kind Expenses (\$)
Consulting, Contracted & Outsourced Personnel and Services Fees		
Other Expenses		
Total		\$0

6.5 Spot/Run of Schedule Underwriting Contracts & Renewal Rate		Amount
Total Number of separate underwriting contracts during the fiscal year (Generated Revenue in Question 6.3)?		
Underwriter Renewal Rate? (%)		

7. Auction

7.1	Auction Detail - Revenue	Gross Realized Revenue (\$)
	Auction Total	

7.2	Auction Detail - Expenses	Direct & In-Kind Expenses (\$)
	Cost of purchased items to auction	
	Consulting, Contracted & Outsourced Personnel and Services Fees	
	Other Expenses	
	Total	\$0

7.3	Number of Auctions	Number of Auctions	Number of Auction Days per Year
	TV broadcast auction (may include an online component)		
	Online only auction		
	Total	0	0

8. Programming

8.1	Program Acquisition Expenses	Direct & In-Kind Expenses (\$)	# of Hours of Programming Aired on Main Broadcast Channel (1 Stream)	# of Hours of Programming Aired on All Other Broadcast Channels
	PBS Programs - NPS			
	PBS Programs - PFP			
	PBS Programs - PBS Plus & Other			
	NETA			
	BBC			
	APT			
	Movie Packages (Other Distributors)			
	All Other Program Acquisitions (Other Distributors)			
	Local Productions			
	Total	\$0	0.00	0.00

8.2	Program Acquisition & Scheduling Expenses	Direct & In-Kind Expenses (\$)	
	Program Acquisitions	\$0	Pre-Populated from Total of Question #8.1
	PBS Member Service Assessment (MSA)		
	Consulting, Contracted & Outsourced Personnel and Services Fees		
	Other Expenses		
	Total	\$0	

8.3	PBS Program Differentiation	Yes/No
	Are you a PBS PDP Station?	

8.4	Market Data	
	2010	
	Total Area Population Households (#)	
	Estimated Total Commercial TV Ad Revenue (\$)	

Pre-Populated from BIA Data

9. Production

9.1	Content Production Expenses (Direct & In-Kind Expenses)	National Broadcast Production	Local Broadcast Production	Non Broadcast Production (Includes Fixed Point to Point Delivery, Web, etc.)
	Contracted Personnel (including Outside Producers, Directors, Talent/On Air Hosts etc.), Services and Equipment Rental			
	Other Expenses			
	Total Production Services Expenses	\$0	\$0	\$0

9.2	Content Production intended for station use (by type)	# of Hours of National Broadcast Production	# of Hours of Local Broadcast Production	# of Hours of Non Broadcast Production (Includes Fixed Point to Point Delivery, Web, etc.)
	State/local government or election coverage			
	Informational call-in broadcast			
	News			
	Public Affairs			
	Arts and Culture			
	Sports Programming			
	Pledge Programs, Pledge Breaks & Auction			
	Educational			
	All Other Productions			
	Total Number of Hours	0.00	0.00	0.00
	Total Hours using Closed-Captioning			
	Total Hours using the SAP Channel			

10. Content Distribution & Delivery (CD&D)

10.1 Revenue Generated by Content Distribution & Delivery Activities		Revenue (\$)
Tower Lease		
ITFS/Alternative Transmission Services		
Uplink/Teleconferencing Services		
Facility/Equipment Rental		
Datacasting		
Network/Internet Connectivity		
Other Revenue Generated by CD&D (Do <u>not</u> include contributions or grants restricted to CD&D)		
Total	\$0	

10.2 Content Distribution & Delivery Expenses		Direct, Indirect & In-Kind Expenses (\$)
Consulting, Contracted & Outsourced Personnel and Services Fees (excluding Technical Support)		
CD&D and IT Equipment, Replacement Parts and Software (Non-Capital)		
Technical, Software and Hardware Support (All CD&D and IT Maintenance Agreements and Support Costs)		
STL Fees		
Tower Rent/Lease/Mortgage		
ITFS/Alternative Transmission Services		
Uplink/Teleconferencing Services		
Datacasting		
Network/Internet Connectivity		
Digital Transmitter Power (Direct Expense)		
Analog Transmitter Power (Direct Expense)		
Indirect Support - Analog and Digital Transmitter Power	\$0	
Interconnection Expenses		
Other Expenses		
Total	\$0	

excludes indirect support for digital transmitter power
 excludes indirect support for analog transmitter power
 Prefilled from 2nd and 3rd row of #3.5 (Analog + Digital Transmitter Power)

10.3 Broadcast Capacity		# Operated	Average # of Hours per Day Operated
UHF Transmitters - Digital			
VHF Transmitters - Digital			
Translators/Low Power Transmitters - Analog (Boosters)			
Translators/Low Power Transmitters - Digital (Boosters)			
ITFS Channels			

Low Power transmitters licensed as Low Power
 Not High Power licensed operated at Low Power

10.4 Master Control Facilities		Number	Hours per Day
Master Control Facilities - # Operated			
Master Control Facilities - Total Hours/Day			
Master Control Facilities - Staffed Hours/Day			

10.5 DTV Expenditures		Amount (\$)
Capital Expenditures for DTV Production Equipment		
Capital Expenditures for DTV Tower Related Equipment		
Capital Expenditures for DTV Master Control Equipment		
Capital Expenditures for DTV Transmission Equipment		
Capital Expenditures for DTV Other Equipment		
Non-Capital, Non-Personnel Expenses for DTV		
Total	\$0	

10.6 DTV Expenditures - Cumulative		Amount (\$)
How much has your station spent on DTV Conversion beginning in 1996 through the most recent fiscal year?		
How much does your station plan to spend to complete the digital conversion?		

Total projection for Digital Conversion regardless of future date expected

11. Educational Services

11.1	Educational Services Revenue	Revenue (\$)
	Federal Grants	
	State Government Grants	
	Fee-For-Service or Entrepreneurial Services	
	Underwriting for Educational Services	\$0
	Other Revenue Generated by Educational Services	
	Total	\$0

Filled from question #6.1 - Underwriting Rev

11.2	Educational Services Expenses	Direct & In-Kind Expenses (\$)
	Consulting, Contracted & Outsourced Personnel and Services Fees	
	Other Expenses	
	Total	\$0

Total expenses from this question pre-fills question #3.1

11.3	Educational Content Detail	Direct & In-Kind Expenses (\$)
	Create Local Educational Content for Broadcast	
	Create Local Educational Content NOT intended for Broadcast (includes Fixed Point to Point, Web, etc.)	
	Create National Educational Content for Broadcast	
	Create National Educational Content NOT intended for Broadcast (includes Fixed Point to Point, Web, etc.)	
	Program Acquisition	
	Total	\$0

This question is a subset of expenses in Production and Programming. Therefore, this section may not tie to any previous expense numbers.

11.4	Educational Content Delivery	# of Hours of Educational Programming Aired on Main Broadcast Channel (1 Stream)	# of Hours of Educational Programming Aired on All Other Broadcast Channels	# of Hours of Educational Non-Broadcast Delivery (includes Fixed Point to Point, Web, etc.)
	PBS Kids			
	K-12 Instructional TV			
	GED, Workplace Essential Skills and Adult Literacy on TV - English			
	GED, Workplace Essential Skills and Adult Literacy on TV - Other than English			
	Annenberg Teacher Channel			
	Other			
	Total	0	0	0

11.5	Educational Workshops	# of Workshops	Total # of Attendees
	Ready to Learn		
	Other Pre-K Teacher Professional Development/Training		
	Other K-12 Teacher Professional Development/Training		
	Other Pre-service Teacher Professional Development/Training		
	Other College/University Faculty Professional Development/Training		
	Other Professional Development/Training		
	Total	0	0

12. Community Engagement

12.1	Community Engagement Revenue	Revenue (\$)
	Grants (Competitive)	
	Fee-For-Service or Entrepreneurial	
	Underwriting of Engagement Events	\$0
	Other Revenue Generated by Community Engagement	
	Total	\$0

Filled from #6.1 - Underwriting Revenue

12.2	Community Engagement Expenses	Direct & In-Kind Expenses (\$)
	Consulting, Contracted & Outsourced Personnel and Services Fees	
	Other Expenses	
	Total	\$0

13. Joint Licensee: Combined Station Information (Optional for FY2010)

13.1	FTE's: Combined TV and Radio for Joint Licensees (Can be Generated from the FTE Workbook)	TV Totals (Pre-filled: Should equal Sum of TV Only and TV Allocated Cells)	TV Only (100% Dedicated)	Joint TV and Radio: Amount Allocated to TV	Joint TV and Radio: Amount Allocated to Radio	Radio Only (100% Dedicated)	Total
	Corporate Management & Support	0.00					0.00
	Development	0.00					0.00
	Auction	0.00					0.00
	Underwriting	0.00					0.00
	Programming	0.00					0.00
	Production	0.00					0.00
	CD&D	0.00					0.00
	Educational Services and Community Engagement	0.00					0.00
	Customer/Relationship Management	0.00					0.00
	Other Activities & Services	0.00					0.00
	Total Station FTEs	0.00	0.00	0.00	0.00	0.00	0.00

13.2	Combined Personnel Expenses for Joint Licensees (Can be Generated from the FTE Workbook)	TV Totals (Pre-filled: Should equal Sum of TV Only and TV Allocated Cells)	TV Only (100% Dedicated)	Joint TV and Radio: Amount Allocated to TV	Joint TV and Radio: Amount Allocated to Radio	Radio Only (100% Dedicated)	Total
	Corporate Management & Support	\$0					\$0
	Development	\$0					\$0
	Auction	\$0					\$0
	Underwriting	\$0					\$0
	Programming	\$0					\$0
	Production	\$0					\$0
	CD&D	\$0					\$0
	Educational Services and Community Engagement	\$0					\$0
	Customer/Relationship Management	\$0					\$0
	Other Activities & Services	\$0					\$0
	Total Station Personnel Expenses	\$0	\$0	\$0	\$0	\$0	\$0

13.3	Total Combined Joint Licensee Station (Revenue and Expenses)	TV Totals (Pre-filled: Should equal Sum of TV Only and TV Allocated Cells)	TV Only (100% Dedicated)	Joint TV and Radio: Amount Allocated to TV	Joint TV and Radio: Amount Allocated to Radio	Radio Only (100% Dedicated)	Total
	Revenue	\$0					\$0
	Direct Expenses	\$0					\$0
	In-Kind Expenses	\$0					\$0
	Indirect Expenses	\$0					\$0
	Total Station Personnel Expenses	\$0	\$0	\$0	\$0	\$0	\$0
	Depreciation	\$0					\$0
	Total Station Expenses (Including Depreciation)	\$0	\$0	\$0	\$0	\$0	\$0

EXHIBIT B

Station Activity Survey (SAS-TV)

This MS-Excel file provides a copy of the 2011 SAS-TV survey. Please download a copy of the SAS-TV instruction guide to determine the time periods in which you should report for the various sections. You may use this file to help complete the SAS-TV survey BUT you are still required to enter all of your results into the on-line SAS-TV survey. You can access the SAS-TV survey by logging into CPB's ISIS application (see instructions below). This file is a working copy of the survey in that all formulas and calculations are active in this spreadsheet. However, this file will NOT pre-populate data items from the prior year survey, nor data points provided by CPB. These items will ONLY be pre-populated in the on-line version of the SAS-TV survey.

Important SAS-TV Information

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- 2) The 2011 SAS-TV survey must be completed and submitted to CPB by February 15, 2012
- 3) If you have any questions about the SAS-TV survey please contact the help desk
E-Mail: SAS@cpb.org
Toll-Free Number: 866.635.ISIS [4747]

1. Employment

Please enter the number of FULL-TIME TELEVISION and JOINT employees in the grids below. The first grid includes all female employees, and the last grid includes all persons with disabilities

1.1

Employment of Full-Time Television and Joint Employees		African-American Females	Hispanic Females	Native-American Females	Asian/Pacific Females	White, Non-Hispanic Females	Total
Major Job Category/Job Code/Joint Employee							
Officials - 1000 - TV Only							0
Officials - 1000 - Joint							0
Managers - 2000 - TV Only							0
Managers - 2000 - Joint							0
Professionals - 3000 - TV Only							0
Professionals - 3000 - Joint							0
Technicians - 4000 - TV Only							0
Technicians - 4000 - Joint							0
Sales Workers - 4500 - TV Only							0
Sales Workers - 4500 - Joint							0
Office and Clerical - 5100 - TV Only							0
Office and Clerical - 5100 - Joint							0
Craftspersons (Skilled) - 5200 - TV Only							0
Craftspersons (Skilled) - 5200 - Joint							0
Operatives (Semi-Skilled) - 5300 - TV Only							0
Operatives (Semi-Skilled) - 5300 - Joint							0
Laborers (Unskilled) - 5400 - TV Only							0
Laborers (Unskilled) - 5400 - Joint							0
Service Workers - 5500 - TV Only							0
Service Workers - 5500 - Joint							0
Total		0	0	0	0	0	0

Employment of Full-Time Television and Joint Employees		African-American Males	Hispanic Males	Native-American Males	Asian/Pacific Males	White, Non-Hispanic Males	Total
Major Job Category/Job Code/Joint Employee							
Officials - 1000 - TV Only							0
Officials - 1000 - Joint							0
Managers - 2000 - TV Only							0
Managers - 2000 - Joint							0
Professionals - 3000 - TV Only							0
Professionals - 3000 - Joint							0
Technicians - 4000 - TV Only							0
Technicians - 4000 - Joint							0
Sales Workers - 4500 - TV Only							0
Sales Workers - 4500 - Joint							0
Office and Clerical - 5100 - TV Only							0
Office and Clerical - 5100 - Joint							0
Craftspersons (Skilled) - 5200 - TV Only							0
Craftspersons (Skilled) - 5200 - Joint							0
Operatives (Semi-Skilled) - 5300 - TV Only							0
Operatives (Semi-Skilled) - 5300 - Joint							0
Laborers (Unskilled) - 5400 - TV Only							0
Laborers (Unskilled) - 5400 - Joint							0
Service Workers - 5500 - TV Only							0
Service Workers - 5500 - Joint							0
Total		0	0	0	0	0	0

Employment of Full-Time Television and Joint Employees	Persons with Disabilities
Major Job Category/Job Code/Joint Employee	
Officials - 1000 - TV Only	
Officials - 1000 - Joint	
Managers - 2000 - TV Only	
Managers - 2000 - Joint	
Professionals - 3000 - TV Only	
Professionals - 3000 - Joint	
Technicians - 4000 - TV Only	
Technicians - 4000 - Joint	
Sales Workers - 4500 - TV Only	
Sales Workers - 4500 - Joint	
Office and Clerical - 5100 - TV Only	
Office and Clerical - 5100 - Joint	
Craftspersons (Skilled) - 5200 - TV Only	
Craftspersons (Skilled) - 5200 - Joint	
Operatives (Semi-Skilled) - 5300 - TV Only	
Operatives (Semi-Skilled) - 5300 - Joint	
Laborers (Unskilled) - 5400 - TV Only	
Laborers (Unskilled) - 5400 - Joint	
Service Workers - 5500 - TV Only	
Service Workers - 5500 - Joint	
Total	0

Please enter the gender and ethnicity of each person with disabilities listed above (e.g. 1 African-American female)

1. Employment

Major Programming Decision Makers		African-American	Hispanic	Native-American	Asian/Pacific	White, Non-Hispanic	Total
1.2	Of the full-time employees reported in Question 1.1, how many, including the station general manager, have responsibility for making major programming decisions?						
	Female Major Programming Decision Makers						0
	Male Major Programming Decision Makers						0
	Total	0	0	0	0	0	0

* Please report by gender and ethnic or racial group the headcount of full-time employees having responsibility for making major programming decisions. Include the station general manager, if appropriate. Major programming decisions include decisions about program acquisition and production, program development, on-air program scheduling, etc. This item should result in a double-counting of some full-time employees; employees having the responsibility for making major programming decisions should be included in the counts for this item and again, by job category above, in the full-time employee in Question 1.1

1.3 Employment of Part-Time Television and Joint Employees

* Please enter the number of Part-Time employees, both TV-Only and Joint, in the grids below. The first grid includes all female employees, the second grid includes all male employees, and the last grid includes all persons with disabilities.

Major Job Category/Job Code/Joint Employee	African-American Females	Hispanic Females	Native-American Females	Asian/Pacific Females	White, Non-Hispanic Females	Total
Officials - 1000						0
Managers - 2000						0
Professionals - 3000						0
Technicians - 4000						0
Sales Workers - 4500						0
Office and Clerical - 5100						0
Craftspersons (Skilled) - 5200						0
Operatives (Semi-Skilled) - 5300						0
Laborers (Unskilled) - 5400						0
Service Workers - 5500						0
Total	0	0	0	0	0	0

Major Job Category/Job Code/Joint Employee	African-American Males	Hispanic Males	Native-American Males	Asian/Pacific Males	White, Non-Hispanic Males	Total
Officials - 1000						0
Managers - 2000						0
Professionals - 3000						0
Technicians - 4000						0
Sales Workers - 4500						0
Office and Clerical - 5100						0
Craftspersons (Skilled) - 5200						0
Operatives (Semi-Skilled) - 5300						0
Laborers (Unskilled) - 5400						0
Service Workers - 5500						0
Total	0	0	0	0	0	0

Major Job Category/Job Code/Joint Employee	Persons with Disabilities
Officials - 1000	
Managers - 2000	
Professionals - 3000	
Technicians - 4000	
Sales Workers - 4500	
Office and Clerical - 5100	
Craftspersons (Skilled) - 5200	
Operatives (Semi-Skilled) - 5300	
Laborers (Unskilled) - 5400	
Service Workers - 5500	
Total	0

1.4 Part-Time Employment

Of all the part-time employees listed in Question 3, how many worked less than 15 hours per week and how many worked 15 or more hours per week, but not full-time?

Number working less than 15 hours per week	
Number working 15 or more hours per week	

1.5 Full-Time Hiring

Enter the number of full-time employees in each category hired during the fiscal year.
(Do not include internal promotions, but do include employees who changed from part-time to full-time status during the fiscal year.)

No full-time employees were hired (check here if applicable)

Major Job Category/Job Code/Joint Employee	Minority Female	Non-Minority Female	Minority Male	Non-Minority Male	Total
Officials - 1000					0
Managers - 2000					0
Professionals - 3000					0
Technicians - 4000					0
Sales Workers - 4500					0
Office / Service Workers - 5100-5500					0
Total	0	0	0	0	0

1. Employment

1.6 Full-Time and Part-Time Job Openings

Enter the total number of full-time and part-time openings that occurred during the fiscal year. Include both vacancies in previously filled positions and newly created positions. Include all positions that became available during the fiscal year, regardless of whether they were filled during the year. If a job opening was filled during the year, include it regardless of whether it was filled by an internal or an external candidate. Do not include as job openings any positions created through the promotion of an employee who stays in essentially the same job has a different title (i.e. where there was no vacancy or newly created position to be filled.) If no full-time or part-time job openings occurred, please enter zero.

Number of full-time and part-time job openings	
--	--

1.7 Hiring Contractors

During the fiscal year, did you hire independent contractors to provide any of the following services?	Check all that apply
None	<input type="checkbox"/>
Development Activities	<input type="checkbox"/>
Legal Services	<input type="checkbox"/>
Human Resources Services	<input type="checkbox"/>
Accounting/Payroll Services	<input type="checkbox"/>
Computer Operations	<input type="checkbox"/>
Engineering	<input type="checkbox"/>

2. Salary

2.1

Average Salaries	# of Employees	Avg. Annual Salary	Average Tenure
Chief Executive Officer - TV Only			
Chief Executive Officer - Joint			
Chief Operations Officer - TV Only			
Chief Operations Officer - Joint			
Chief Financial Officer - TV Only			
Chief Financial Officer - Joint			
Publicity, Program Promotion Chief - TV Only			
Publicity, Program Promotion Chief - Joint			
Communication and Public Relations, Chief - TV Only			
Communication and Public Relations, Chief - Joint			
Programming Director - TV Only			
Programming Director - Joint			
Production Chief - TV Only			
Production Chief - Joint			
Executive Producer - TV Only			
Executive Producer - Joint			
Producer - TV Only			
Producer - Joint			
Director - (Television Production ONLY)			
Development Chief -TV Only			
Development Chief - Joint			
Member Services, Chief - TV Only			
Member Services, Chief - Joint			
Membership Fundraising Chief - TV Only			
Membership Fundraising Chief - Joint			
On-Air Fundraising Chief - TV Only			
On-Air Fundraising Chief - Joint			
Auction Fundraising Chief - TV Only			
Auction Fundraising Chief - Joint			
Underwriting Chief - TV Only			
Underwriting Chief - Joint			
Corporate Underwriting Chief -TV Only			
Corporate Underwriting Chief - Joint			
Foundation Underwriting Chief - TV Only			
Foundation Underwriting Chief - Joint			
Government Grants Solicitation Chief - TV Only			
Government Grants Solicitation Chief - Joint			
Operations and Engineering Chief - TV Only			
Operations and Engineering Chief - Joint			
Engineering Chief - TV Only			
Engineering Chief - Joint			
Broadcast Engineer 1 -TV Only			
Broadcast Engineer 1 - Joint			
Production Engineer - TV Only			
Production Engineer - Joint			
Facilities, Satellite and Tower Maintenance, Chief - TV Only			
Facilities, Satellite and Tower Maintenance, Chief - Joint			
Technical Operations, Chief - TV Only			
Technical Operations, Chief - Joint			
Education, Chief - TV Only			
Education, Chief - Joint			
Information Technology, Director - TV Only			
Information Technology, Director - Joint			
Instructional Services Director - TV Only			
Parent/Pre-School Coordinator - TV Only			
Volunteer Coordinator - TV Only			
Volunteer Coordinator - Joint			
News/Current Affairs Director - TV Only			
News/Current Affairs Director - Joint			
Announcer/On-Air Talent - TV Only			
Announcer/On-Air Talent - Joint			
Reporter - TV Only			
Reporter - Joint			
Cinema/Videographer - TV Only			
Video Film Editor - TV Only			
Unit/Studio Supervisor - TV Only			
Public Information Assistant - TV Only			
Public Information Assistant - Joint			
Broadcast Supervisor - TV Only			
Broadcast Supervisor - Joint			
Director of Continuity/Traffic - TV Only			
Director of Continuity/Traffic - Joint			
Events Coordinator - TV Only			
Events Coordinator - Joint			
Web Administrator/Web Master - TV Only			
Web Administrator/Web Master - Joint			
Total	0	\$0.00	0

3. Governing Board

3.1 Governing Board Method of Selection

Enter the number of governing board members (including the chairperson and both voting and non-voting ex-officio members) who are selected by the following methods:

Ex- Officio (Automatic membership because of another office held)	
Appointed by government legislative body (including school board) or other government official (e.g. governor)	
Elected by community /membership	
Elected by board or directors itself (self-perpetuating body)	
Other (please specify below):	
Total number of board members (Automatic total of the above)	0

3.2 Governing Board Members

	African-American	Hispanic	Native-American	Asian/Pacific	White, Non-Hispanic	Total
Please report the racial or ethnic group of the members of your governing board by gender. Please also report the number of governing board members with a disability. For minority group identification, please refer to "Instructions and Definitions" in the employment subsection.						
Female Board Members						0
Male Board Members						0
Total	0	0	0	0	0	0

Number of Vacant Positions

Total Number of Board Members (Total should equal the total reported in Question 3.1.)

Number of Board Members with disabilities

4. Qualitative Evaluation

4.1 Local Community Engagement	
<p>In what local community engagement or educational activities has your station been involved this year that supports unserved or underserved audiences? Please describe in detail: Outcomes, audience served, community response.</p>	
4.2 Production Activity	
<p>In what production activity has your station been involved that supports unserved or underserved audiences?</p>	
4.3 Program Content in Other Languages	
<p>Do you provide program content in languages other than English? If so, please list your services in this area</p>	
4.4 Governance Structure	
<p>Please describe your station's governance structure. Please include information about your station's Board of Directors, Advisory Boards or Panels, Community Boards or Panels, and the Committee Structure under each of these entities.</p> <p>Your response should include but is not limited to:</p> <ul style="list-style-type: none"> What are the direct and indirect reporting relationships? What committees are active and what is their function? Does your board have an Audit and Finance Committee? What are the roles and responsibilities of these Boards, Panels and/or Committees? Etc. 	
4.5 Community Engagement	
<p>CPB is interested in learning more about stations' significant activities planned for the upcoming year - both broadcast and beyond broadcast. What types of on-air programs and off-air activities are you planning in the upcoming year that will connect your station more closely with your community? What goals are you setting in conjunction with these initiatives, and how will you measure your success?</p>	

5. Journalists

5.1 Journalists

This section builds on the Census of Journalists conducted by CPB in the summer of 2010. These positions are the primary professional full-time, part-time or contract contributors local journalism at your organization. The individuals in these positions will have had training in the standards and practices of fact-based news origination, verification, production and presentation. These are generally accepted titles for these positions but may not match position descriptions at your organization exactly. Please do your best to account for each professional journalist in your organization. Please do not count student or volunteer journalists.

For each position please fill in the number of full-time, part-time and contract individuals in that position. Then provide the gender and ethnic breakouts for those individuals.

Job Title	Full Time	Part Time	Contract	Male	Female	African-American	Hispanic	Native-American	Asian/Pacific	White, Non-Hispanic	Other
*** SAMPLE *** Reporter	3	1	1	2	3	2	1			2	

Job Title	Full Time	Part Time	Contract	Male	Female	African-American	Hispanic	Native-American	Asian/Pacific	White, Non-Hispanic	Other
News Director											
Assistant News Director											
Managing Editor											
Senior Editor											
Editor											
Executive Producer											
Senior Producer											
Producer											
Associate Producer											
Reporter/Producer											
Host/Reporter											
Reporter											
Beat Reporter											
Anchor/Reporter											
Anchor / Host											
Videographer											
Video Editor											
Other positions not already accounted for											
Total	0	0	0	0	0	0	0	0	0	0	0