



*Public Broadcasting Revenue
Fiscal Year 2001*

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Final Report

Corporation for Public Broadcasting
June 2003

**Table 1
Public Broadcasting Revenue by Major Source
Fiscal Years 1991 - 2001**

(In Thousands of Nominal Dollars)

Revenue Source	FY 1991	FY 1992	FY 1993	FY 1994	FY 1995	FY 1996	FY 1997	FY 1998	FY 1999	FY 2000	FY 2001
Corp. for Public Broadcasting	\$242,060	\$251,030	\$253,309	\$275,000	\$285,640	\$275,000	\$260,000	\$250,000	\$250,000	\$300,000	\$340,000
(Percent of total)	14.1%	14.0%	14.2%	15.3%	14.9%	14.1%	13.4%	12.4%	12.3%	13.6%	14.9%
Federal grants & contracts**	\$91,350	\$122,765	\$116,218	\$54,975	\$52,703	\$63,976	\$62,053	\$47,458	\$50,996	\$42,358	\$45,185
(Percent of total)	5.3%	6.9%	6.5%	3.1%	2.7%	3.3%	3.2%	2.4%	2.5%	1.9%	2.0%
State & local tax-based***	\$503,446	\$484,519	\$475,176	\$509,528	\$560,481	\$517,623	\$536,456	\$543,701	\$541,382	\$577,187	\$593,449
(Percent of total)	29.3%	27.1%	26.5%	28.4%	29.2%	26.5%	27.7%	27.0%	26.5%	26.2%	26.0%
Private	\$884,029	\$931,775	\$945,392	\$955,128	\$1,018,367	\$1,099,125	\$1,076,855	\$1,174,927	\$1,196,820	\$1,283,446	\$1,301,829
(Percent of total)	51.4%	52.1%	52.8%	53.2%	53.1%	56.2%	55.6%	58.3%	58.7%	58.3%	57.1%
Total nonfederal revenue	\$1,387,475	\$1,416,294	\$1,420,568	\$1,464,656	\$1,578,848	\$1,616,748	\$1,613,311	\$1,718,628	\$1,738,202	\$1,860,633	\$1,895,278
(Percent of total)	80.6%	79.1%	79.4%	81.6%	82.4%	82.7%	83.4%	85.2%	85.2%	84.5%	83.1%
Total revenue	\$1,720,885	\$1,790,089	\$1,790,095	\$1,794,631	\$1,917,191	\$1,955,724	\$1,935,364	\$2,016,086	\$2,039,197	\$2,202,991	\$2,280,464
(Percent)	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

*Revenues for 1996 are accounted on the basis of the new reporting standards. Accordingly, direct comparison between 1996 and other years should be avoided.

**Includes the satellite replacement fund.

***State and local tax-based sources include revenue received from state and local governments and all tax-supported colleges and universities.

Source: Corporation for Public Broadcasting, January 2002

Table 2
Public Broadcasting Revenue by Public Television and Radio System
and Source of Revenue, Fiscal Year 2000-2001
(In Thousands of Nominal Dollars)

<u>Source of Revenue</u>	<u>System</u>	<u>FY 2000</u>	<u>Percent of total</u>	<u>FY 2001</u>	<u>Percent of total</u>	<u>% Change 2000-2001</u>
Corporation for Public Broadcasting	PB	300,000	13.6%	340,000	14.9%	13.3%
	PT	225,000	13.9%	255,000	15.4%	13.3%
	PR	75,000	12.7%	85,000	13.6%	13.3%
Federal grants and contracts	PB	42,358	1.9%	45,185	2.0%	6.7%
	PT	39,835	2.5%	42,372	2.6%	6.4%
	PR	2,522	0.4%	2,813	0.4%	11.5%
Local governments	PB	59,834	2.7%	60,933	2.7%	1.8%
	PT	51,430	3.2%	51,602	3.1%	0.3%
	PR	8,403	1.4%	9,331	1.5%	11.0%
State governments	PB	322,002	14.6%	331,203	14.5%	2.9%
	PT	295,051	18.3%	299,347	18.1%	1.5%
	PR	26,951	4.6%	31,856	5.1%	18.2%
State colleges and universities	PB	175,811	8.0%	182,523	8.0%	3.8%
	PT	105,562	6.5%	107,691	6.5%	2.0%
	PR	70,249	11.9%	74,832	11.9%	6.5%
Other public colleges and universities	PB	19,540	0.9%	18,790	0.8%	-3.8%
	PT	13,846	0.9%	13,534	0.8%	-2.3%
	PR	5,694	1.0%	5,256	0.8%	-7.7%
Private colleges and universities	PB	32,325	1.5%	36,460	1.6%	12.8%
	PT	16,653	1.0%	18,760	1.1%	12.7%
	PR	15,672	2.7%	17,700	2.8%	12.9%
Foundations	PB	123,001	5.6%	141,184	6.2%	14.8%
	PT	88,686	5.5%	101,677	6.1%	14.6%
	PR	34,315	5.8%	39,507	6.3%	15.1%
Business	PB	373,506	17.0%	361,078	15.8%	-3.3%
	PT	259,383	16.1%	240,232	14.5%	-7.4%
	PR	114,123	19.4%	120,846	19.3%	5.9%
Subscribers	PB	564,824	25.6%	575,556	25.2%	1.9%
	PT	379,576	23.5%	375,438	22.7%	-1.1%
	PR	185,249	31.4%	200,118	31.9%	8.0%
Auction	PB	15,213	0.7%	13,052	0.6%	-14.2%
	PT	14,282	0.9%	12,379	0.7%	-13.3%
	PR	932	0.2%	673	0.1%	-27.8%
All others	PB	174,577	7.9%	174,499	7.7%	0.0%
	PT	123,994	7.7%	135,881	8.2%	9.6%
	PR	50,582	8.6%	38,618	6.2%	-23.7%
Total nonfederal revenue	PB	1,860,633	84.5%	1,895,278	83.1%	1.9%
	PT	1,348,462	83.6%	1,356,541	82.0%	0.6%
	PR	512,171	86.9%	538,737	86.0%	5.2%
Total revenue	PB	2,202,991	100.0%	2,280,464	100.0%	3.5%
	PT	1,613,298	100.0%	1,653,913	100.0%	2.5%
	PR	589,693	100.0%	626,551	100.0%	6.3%

Legend: PB = public broadcasting; PT = public television; PR = public radio
Source: Corporation for Public Broadcasting

Note:

The amounts contained in Tables 1 and 2 include revenue from all federal sources and reportable nonfederal revenue for public broadcasting under the Communications Act of 1934, [47 U.S.C. 397] as amended, in reference to nonfederal financial support (NFFS). Tables 1 and 2 do not include revenue from business related activities (entrepreneurial revenue), which is reported separately. Also excluded is the fair market value of volunteer services in order to keep consistency in historical trends in revenue.

Revenue Data for Public Broadcasting Stations:

Table 3
Selected Cash Revenue and Nonfederal Financial Support* (NFFS)
for Public Television Stations, Fiscal Years 1991-2001 (In Thousands)

<u>Fiscal Year</u>	<u>Total Cash Revenue**</u>	<u>Cash NFFS</u>	<u>Cash Business**</u>	<u>Membership</u>			<u>% of Total Cash Revenue</u>
				<u>Contribution Amount</u>	<u>No. of Contributors</u>	<u>Person Contribution</u>	
1991	1,201,673	905,473	176,223	285,852	4,904	58.29	23.8%
1992	1,230,111	901,946	176,679	296,046	4,975	59.51	24.1%
1993	1,244,817	900,641	179,534	297,358	5,033	59.08	23.9%
1994	1,293,385	920,006	200,758	297,957	4,889	60.94	23.0%
1995	1,374,017	996,317	198,558	311,837	4,938	63.15	22.7%
1996***	1,515,452	1,053,405	234,646	327,534	4,821	67.94	21.6%
1997	1,462,931	1,041,317	213,003	331,109	4,659	71.07	22.6%
1998	1,457,564	1,096,766	238,446	341,286	4,653	73.35	23.4%
1999	1,667,041	1,145,348	257,206	373,226	4,705	77.05	22.4%
2000	1,719,750	1,193,304	269,631	380,545	4,541	83.80	22.1%
2001	1,805,429	1,216,582	245,317	363,994	4,264	85.36	20.1%

*Excludes volunteer values.

**All cash revenue including the portion which is excluded from NFFS.

***Due to changes in financial reporting guidelines established by the Financial Accounting Standards Board (FASB) and in CPB guidelines for the recognition of non-federal financial support (NFFS), comparisons between pre-1996 and post-1996 data should be avoided.

Source: Corporation for Public Broadcasting

Table 4
Selected Cash Revenue and Nonfederal Financial Support* (NFFS)
for Public Radio Stations, Fiscal Years 1991-2001 (In Thousands)

<u>Fiscal Year</u>	<u>Total Cash Revenue**</u>	<u>Cash NFFS</u>	<u>Cash Business**</u>	<u>Membership</u>			<u>% of Total Cash Revenue</u>
				<u>Contribution Amount</u>	<u>No. of Contributors</u>	<u>Person Contribution</u>	
1991	287,487	217,081	27,361	77,286	1,443	53.56	26.9%
1992	309,054	235,100	31,767	86,699	1,510	57.42	28.1%
1993	315,653	239,191	33,867	93,212	1,575	59.18	29.5%
1994	333,276	253,261	37,196	101,268	1,631	62.09	30.4%
1995	363,652	281,454	41,607	114,424	1,808	63.29	31.5%
1996***	399,728	316,012	53,009	128,162	1,797	71.32	32.1%
1997	407,239	327,363	59,664	140,689	1,970	71.42	34.5%
1998	447,848	362,206	71,834	154,438	2,192	70.45	34.5%
1999	492,075	405,088	94,195	177,538	2,414	73.22	36.1%
2000	547,830	448,281	114,469	185,283	2,222	83.40	33.8%
2001	561,941	469,062	113,894	192,396	2,258	85.19	34.2%

*Excludes volunteer values.

**All cash revenue including the portion which is excluded from NFFS.

***Due to changes in financial reporting guidelines established by the Financial Accounting Standards Board (FASB) and in CPB guidelines for the recognition of non-federal financial support (NFFS), comparisons between pre-1996 and post-1996 data should be avoided.

Source: Corporation for Public Broadcasting

Table 5
Entrepreneurial Revenues of Public Television and Radio Stations (In Thousands)
Fiscal Years 1992 - 2001

<u>Fiscal Year</u>	<u>Public Television Stations</u>		<u>Public Radio Stations</u>	
	<u>Amount</u>	<u>% Change from Previous year</u>	<u>Amount</u>	<u>% Change from Previous year</u>
1992	53,804	8.2%	11,058	20.6%
1993	59,936	11.4%	12,546	13.5%
1994*	94,896	58.3%	14,112	12.5%
1995	89,552	-5.6%	15,270	8.2%
1996**	105,983	n/a	16,067	n/a
1997	117,302	10.7%	15,431	-4.0%
1998	121,877	3.9%	16,208	5.0%
1999	143,908	18.1%	17,913	10.5%
2000	152,229	5.8%	21,637	20.8%
2001	84,562	-44.5%	8,672	-59.9%

*Of 1994 revenue, \$19.1 million was "pass-through" revenue to non-public broadcasting entities and did not benefit television stations.

**Due to changes in financial reporting guidelines established by the Financial Accounting Standards Board (FASB), comparisons between pre-1996 and post-1996 data should be avoided.

Source: Corporation for Public Broadcasting



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