



KANSAS PUBLIC BROADCASTING COUNCIL

KPBC STATIONS

Smoky Hills Public Television ~ Bunker Hill ~ Community Licensee (television)
KPTS ~ Wichita ~ Community Licensee (television)
KCPT ~ Kansas City ~ Community Licensee (television)
KTWU ~ Topeka ~ University Licensee (television) ~ Washburn University
High Plains Public Radio ~ Garden City ~ Community Licensee (radio)
KMUW ~ Wichita ~ University Licensee (radio) ~ Wichita State University
KRPS-FM ~ Pittsburg ~ University Licensee (radio) ~ Pittsburg State University
KPR ~ Lawrence ~ University Licensee (radio) ~ University of Kansas
Radio Kansas ~ Hutchinson ~ University Licensee (radio) ~ Hutchinson Community College

STATE FUNDING ASSISTING IN CPB FUNDING (FEDERAL FUNDING)

All federal appropriations through the Corporation for Public Broadcasting (Community Service Grants) assume that local communities will provide local financial assistance to match the federal dollars allocated. State matching funds help to access federal dollars and they also serve to incentivize local businesses and individuals to invest in their local stations. In essence, the more local or state investment, the greater the opportunity for accessing more federal funds.

(SHPTV SHOWN AS TV EXAMPLE)

How it works...

Line 1 is the portion of state funding that SHPTV receives.

Line 2 is the amount of Non-Federal Financial Support SHPTV receives, which includes state funding. This number must remain at the \$800,000 or higher level over the average of the last three years. If the average drops below the level, then Line 3 will be eliminated.

Line 3 is a grant from the CPB, which is directly connected with Line 2. If Line 2's average drops below \$800,000 then the funding is \$0.

Lines 4-6 are other grants that are received from the CPB which require the station to receive Line 3 in order to be eligible for them.

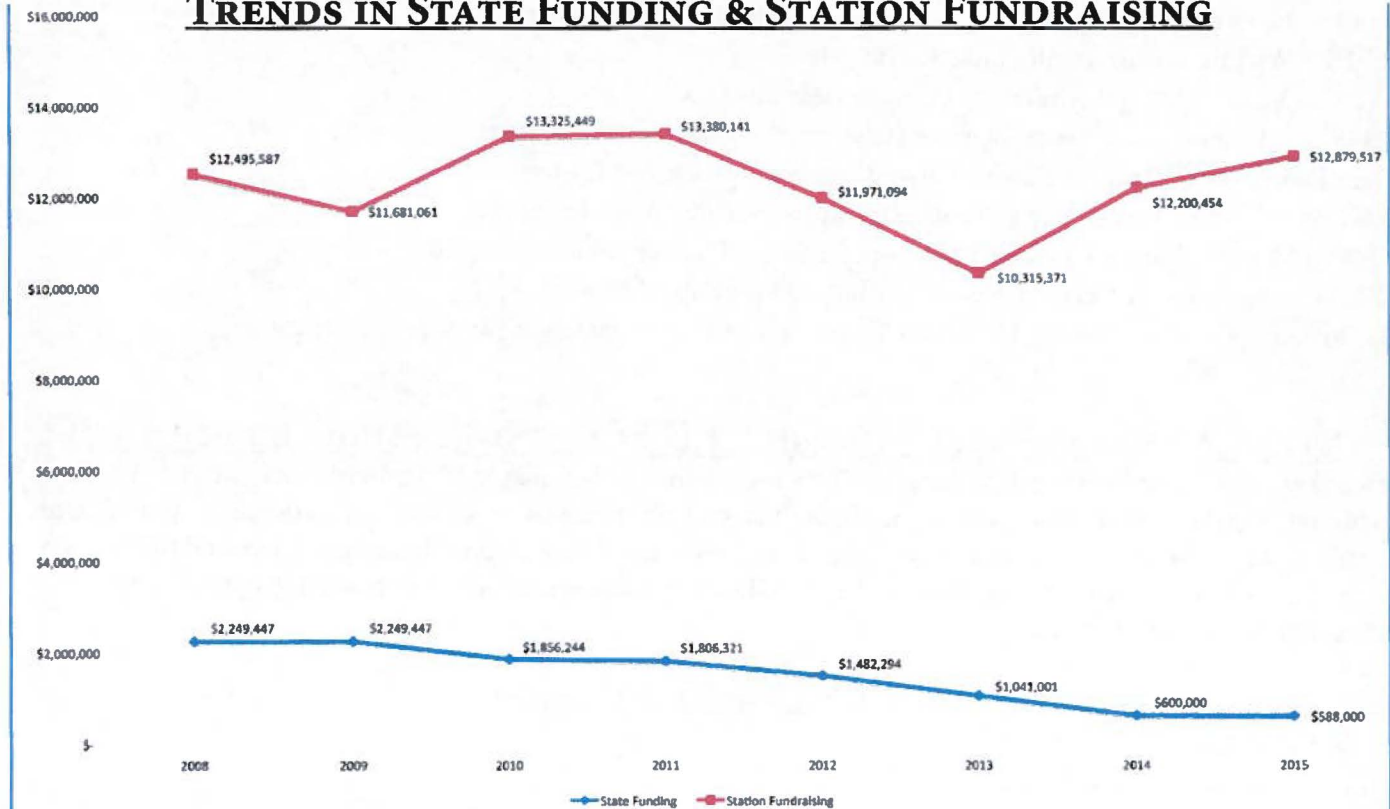
	<u>Year 1 Calculations</u>	<u>Year 2 Calculations</u>	<u>Year 3 Calculations</u>
Line 1: State Funding (SHPTV)	\$355,953 (Received in FY2012)	\$297,248 (Received in FY2013)	\$209,931 (Received in FY2014)
Line 2: Non-Federal Financial Support	\$1,041,212 (Received in FY2012)	\$878,185 (Received in FY2013)	\$954,652 (Received in FY2014)
Line 3: CPB's Grant 1	\$631,824 (Received in FY2014)	\$623,182 (Received in FY2015)	
Line 4: CPB's Grant 2	\$12,110 (Received in FY2014)	\$11,274 (Received in FY2015)	
Line 5: CPB's Grant 3	\$36,712 (Received in FY2014)	\$36,712 (Received in FY2015)	
Line 6: CPB's Grant 4	\$58,896 (Received in FY2014)	\$70,138 (Received in FY2015)	

Conclusion: If SHPTV drops below \$800,000 then the CPB federal funds are in jeopardy. Those funds will not disappear from the CPB they will be dispersed throughout other stations including stations located in the surrounding states.

INCREASING THE ADVERTISING ON PUBLIC BROADCASTING

Public broadcasters can NOT run commercials, due to federal regulations set by the FCC. They are allowed to run underwriting sponsors, however they are heavily regulated on what can be said and shown in the spots. Businesses can be apprehensive to sponsor programming because of these regulations.

TRENDS IN STATE FUNDING & STATION FUNDRAISING



EFFECTS OF STATE FUNDING REDUCTIONS

Every station has changed how it operates because of decreases in state funding. Over 25 positions have been eliminated within Kansas Public Broadcasting stations since 2008. These positions that were eliminated include individuals that produce local content, fundraise, help with everyday station operations, marketing, programming and station engineers. Stations have not been able to operate at their full potential and have been forced to allow errors to occur on their broadcasts. The errors that have occurred are only small samples of what is appearing over the horizons as crucial broadcast equipment maintenance has been deferred because the costs and the elimination of engineering staff has forced stations to leave the equipment vulnerable.

Along with staffing cuts, stations have had to forgo other services that they provide. Locally produced programs have been decreased or eliminated because of travel expense and/or the strain on the reduction of staffing to produce the programs. Stations are not able to better their employees as they have next to nothing in funds for employee development. Services such as the Nielsen ratings have been eliminated from stations leaving questions on ratings open as programmers and funders wonder how many households are watching and listening.

Unfortunately viewers, listeners and even funders are seeing the effects when they tune in. Broadcasting hours have been decreased, errors are occurring on the broadcasts, services provided have been eliminated and stations personnel are less visible in the communities. All these items that have been affected by the decrease in state funding are also hindering the ability to increase public-private partnerships.