



Public Broadcasting Revenue
Fiscal Year 1999

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Final Report

Corporation for Public Broadcasting
July 2001

**Table 1
Public Broadcasting Revenue by Major Source
Fiscal Years 1989 - 1999**

(In Thousands of Nominal Dollars)

Revenue Source	FY 1989	FY 1990	FY 1991	FY 1992	FY 1993	FY 1994	FY 1995	FY 1996	FY 1997	FY 1998	FY 1999
Corp. for Public Broadcasting	\$228,000	\$229,391	\$242,060	\$251,030	\$253,309	\$275,000	\$285,640	\$275,000	\$260,000	\$250,000	\$250,000
(Percent of total)	14.7%	14.5%	14.1%	14.0%	14.2%	15.3%	14.9%	14.1%	13.4%	12.4%	12.3%
Federal grants & contracts**	\$36,000	\$37,978	\$91,350	\$122,765	\$116,218	\$54,975	\$52,703	\$63,976	\$62,053	\$47,458	\$50,996
(Percent of total)	2.3%	2.4%	5.3%	6.9%	6.5%	3.1%	2.7%	3.3%	3.2%	2.4%	2.5%
State & local tax-based***	\$454,016	\$473,837	\$503,446	\$484,519	\$475,176	\$509,528	\$560,481	\$517,623	\$536,456	\$543,701	\$541,382
(Percent of total)	29.3%	30.0%	29.3%	27.1%	26.5%	28.4%	29.2%	26.5%	27.7%	27.0%	26.5%
Private	\$830,706	\$840,241	\$884,029	\$931,775	\$945,392	\$955,128	\$1,018,367	\$1,099,125	\$1,076,855	\$1,174,927	\$1,196,820
(Percent of total)	53.6%	53.1%	51.4%	52.1%	52.8%	53.2%	53.1%	56.2%	55.6%	58.3%	58.7%
Total nonfederal revenue	\$1,284,722	\$1,314,078	\$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
(Percent of total)	83.0%	83.1%	80.6%	79.1%	79.4%	81.6%	82.4%	82.7%	83.4%	85.2%	85.2%
Total revenue	\$1,548,722	\$1,581,447	\$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
(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, March 2001

Table 2
Public Broadcasting Revenue by Public Television and Radio System
and Source of Revenue, Fiscal Year 1998-1999
(In Thousands of Nominal Dollars)

<u>Source of Revenue</u>	<u>System</u>	<u>FY 1998</u>	<u>Percent of total</u>	<u>FY 1999</u>	<u>Percent of total</u>	<u>% Change 1998-1999</u>
Corporation for Public Broadcasting	PB	250,000	12.4%	250,000	12.3%	0.0%
	PT	187,500	12.2%	187,500	12.5%	0.0%
	PR	62,500	12.9%	62,500	11.7%	0.0%
Federal grants and contracts	PB	47,458	2.4%	50,996	2.5%	7.5%
	PT	43,780	2.9%	47,293	3.1%	8.0%
	PR	3,678	0.8%	3,702	0.7%	0.6%
Local governments	PB	60,300	3.0%	57,156	2.8%	-5.2%
	PT	51,710	3.4%	49,174	3.3%	-4.9%
	PR	8,590	1.8%	7,982	1.5%	-7.1%
State governments	PB	307,164	15.2%	295,889	14.5%	-3.7%
	PT	280,446	18.3%	270,579	18.0%	-3.5%
	PR	26,718	5.5%	25,309	4.7%	-5.3%
State colleges and universities	PB	165,405	8.2%	170,586	8.4%	3.1%
	PT	97,196	6.3%	96,674	6.4%	-0.5%
	PR	68,209	14.1%	73,911	13.8%	8.4%
Other public colleges and universities	PB	10,831	0.5%	17,751	0.9%	63.9%
	PT	8,223	0.5%	13,145	0.9%	59.8%
	PR	2,607	0.5%	4,606	0.9%	76.7%
Private colleges and universities	PB	27,308	1.4%	31,354	1.5%	14.8%
	PT	14,474	0.9%	16,635	1.1%	14.9%
	PR	12,835	2.7%	14,718	2.8%	14.7%
Foundations	PB	113,483	5.6%	123,198	6.0%	8.6%
	PT	87,565	5.7%	97,080	6.5%	10.9%
	PR	25,918	5.4%	26,119	4.9%	0.8%
Business	PB	337,251	16.7%	321,507	15.8%	-4.7%
	PT	258,171	16.9%	226,666	15.1%	-12.2%
	PR	79,080	16.3%	94,840	17.8%	19.9%
Subscribers	PB	495,723	24.6%	549,737	27.0%	10.9%
	PT	341,285	22.3%	372,273	24.7%	9.1%
	PR	154,438	31.9%	177,463	33.2%	14.9%
Auction	PB	21,127	1.0%	17,217	0.8%	-18.5%
	PT	19,222	1.3%	15,933	1.1%	-17.1%
	PR	1,905	0.4%	1,284	0.2%	-32.6%
All others	PB	180,036	8.9%	153,808	7.5%	-14.6%
	PT	142,246	9.3%	112,031	7.4%	-21.2%
	PR	37,790	7.8%	41,777	7.8%	10.5%
Total nonfederal revenue	PB	1,718,627	85.2%	1,738,202	85.2%	1.1%
	PT	1,300,538	84.9%	1,270,192	84.4%	-2.3%
	PR	418,089	86.3%	468,010	87.6%	11.9%
Total revenue	PB	2,016,086	100.0%	2,039,197	100.0%	1.1%
	PT	1,531,818	100.0%	1,504,985	100.0%	-1.8%
	PR	484,268	100.0%	534,212	100.0%	10.3%

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 1989-99 (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>	
1989	1,094,126	828,986	147,740	263,406	4,927	53.16	24.1%
1990	1,150,204	861,531	158,321	273,297	4,879	56.02	23.8%
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%

*Excludes volunteer values.

**All cash revenue including the portion which is in includeable as NFFS.

***Due to a change in FASB and NFFS simplification reporting standards, direct comparison between 1996 and other years' 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 1989-99 (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>	
1989	243,841	180,516	20,534	59,802	1,225	48.82	24.5%
1990	265,151	198,566	24,448	65,495	1,275	51.37	24.7%
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%

*Excludes volunteer values.

**All cash revenue including the portion which is in includeable as NFFS.

***Due to a change in FASB and NFFS simplification reporting standards, direct comparison between 1996 and other years' data should be avoided.

Source: Corporation for Public Broadcasting

Table 5
Entrepreneurial Revenues of Public Television and Radio Stations (In Thousands)
Fiscal Years 1990 - 1999

<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>
1990	46,331	N/A	7,961	N/A
1991	49,738	7.4%	9,171	15.2%
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%

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

**Due to a change in FASB and NFFS simplification reporting standards, direct comparison between 1996 and other years' data should be avoided.

Source: Corporation for Public Broadcasting



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