

Public Media Org Comparison Analysis



FINANCIAL PERFORMANCE VS. PUBLIC MEDIA PEERS

A REPORT BY **PUBLIC MEDIA COMPANY**

FEBRUARY 2022

ORGANIZATION PEER STATIONS

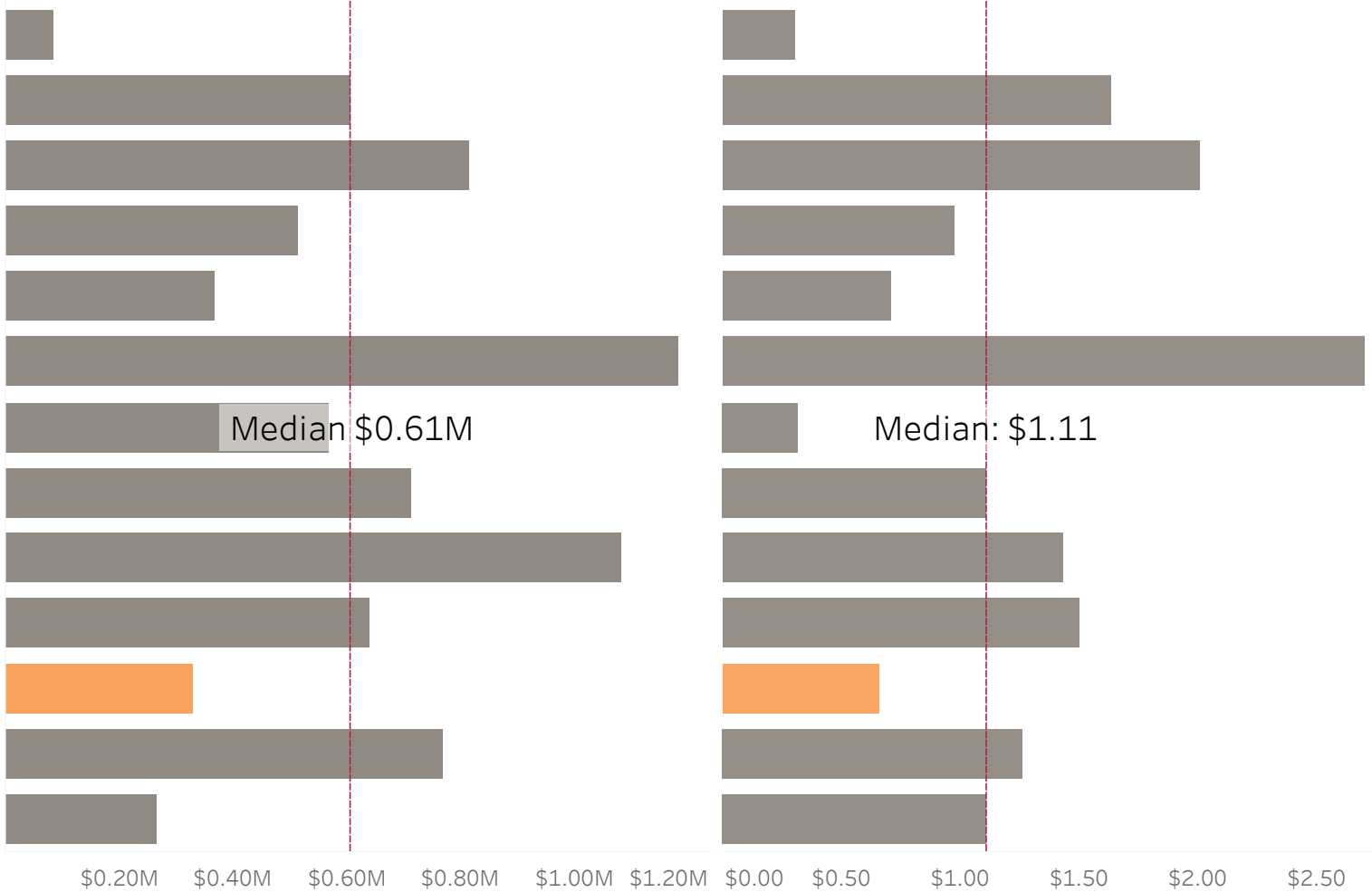
Grantee Name	Licensee Name	State	Licensee Type	Rural?	Format	2020 NFFS	B'cast population
INDIVIDUAL PEER STATION INFORMATION (ORGANIZATION NAMES HIDDEN IN SAMPLE REPORT)			University	Yes	Nws/Tlk/Jazz	\$880K	277,706
			University	Yes	Clsc/News	\$1,221K	371,682
			Community	Yes	Nws/Tlk/Var Music	\$1,140K	405,623
			University	Yes	Nws/Jaz/Clsc	\$1,256K	525,873
			University	Yes	Nws/Tlk	\$897K	519,718
			University	Yes	Nws/Tlk/Clsc/Jzz/Opera	\$1,549K	437,245
			Community	No	Nws/Tlk/Var Music	\$1,046K	1,793,600
			University	Yes	Nws/Tlk/Clsc	\$1,413K	641,282
			Community	Yes	News/Clsc/Jazz	\$1,620K	753,315
			Community	Yes	Classical	\$1,680K	425,955
			Community	Yes	Ethnc/News	\$759K	496,012
			University	Yes	Nws/Tlk/Clsc	\$1,542K	610,218
			University	Yes	NPR/Nws/Tlk	\$901K	239,645

ORG INDIVIDUAL GIVING 2020 AFR

Membership & Major Giving Revenue

Membership & Major Giving Revenue Per Capita

INDIVIDUAL PEER STATION DATA
(ORG NAMES HIDDEN IN SAMPLE REPORT)

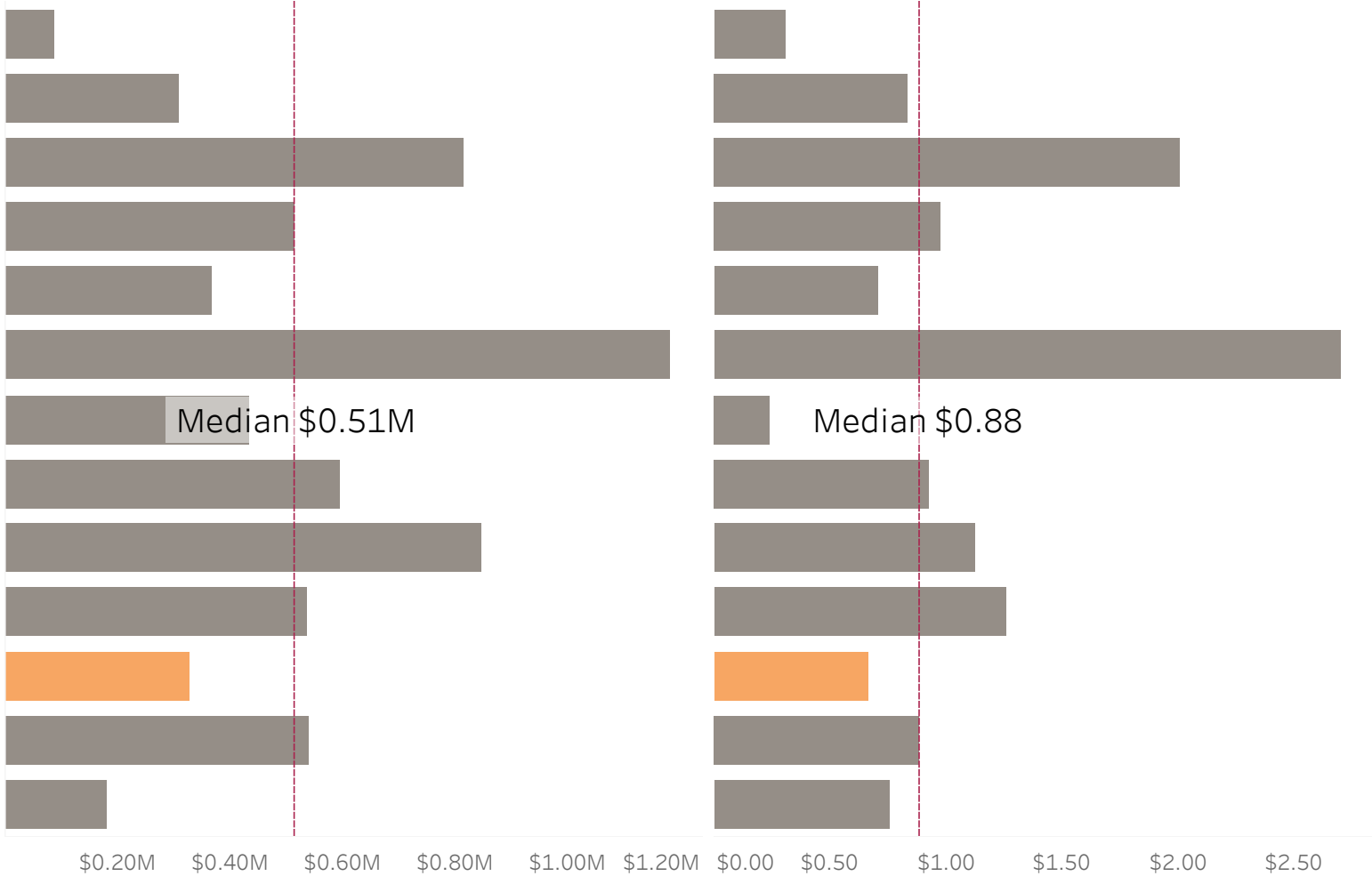


ORG MEMBERSHIP REV 2020

Membership Revenue

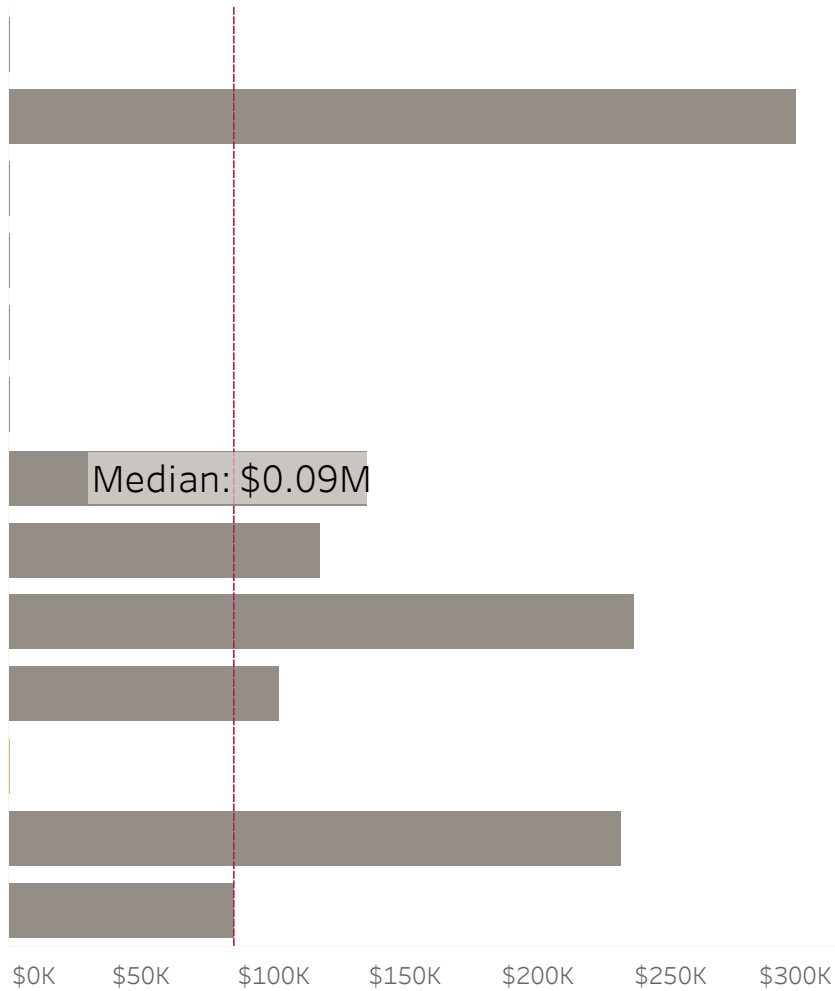
Membership Revenue Per Capita

INDIVIDUAL PEER STATION DATA
(ORG NAMES HIDDEN IN SAMPLE REPORT)

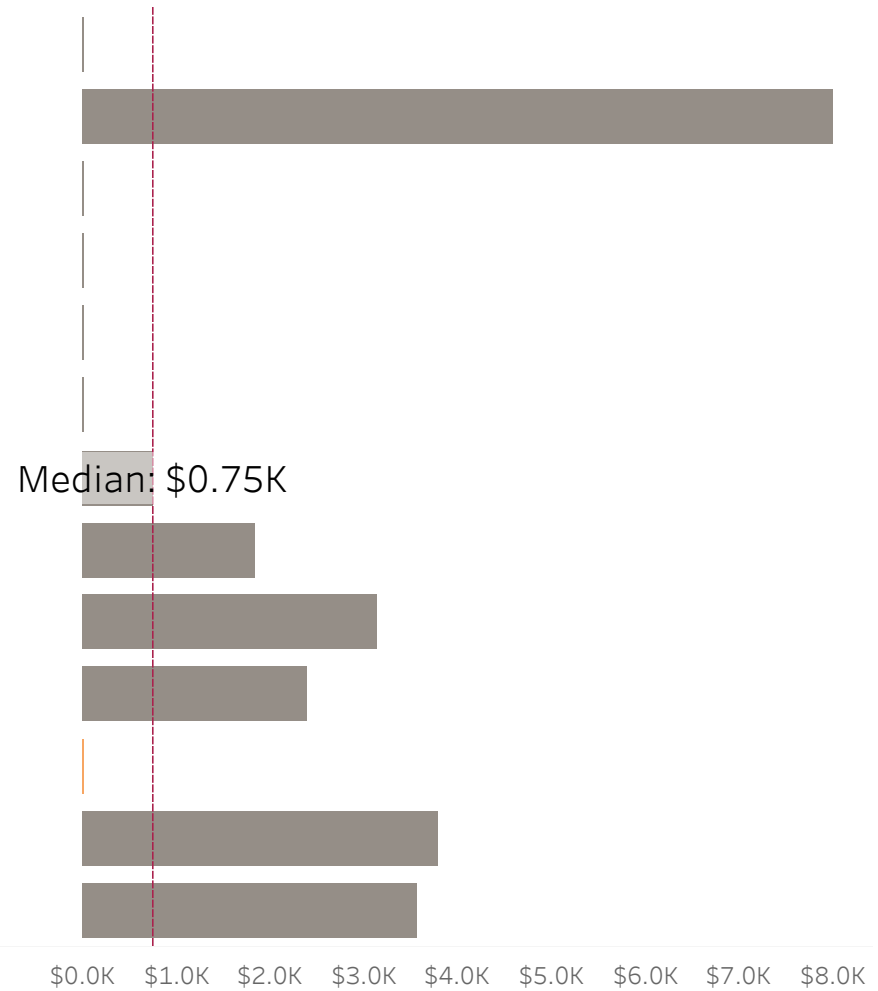


ORG MAJOR GIVING 2020 AFR

Major Giving Revenue

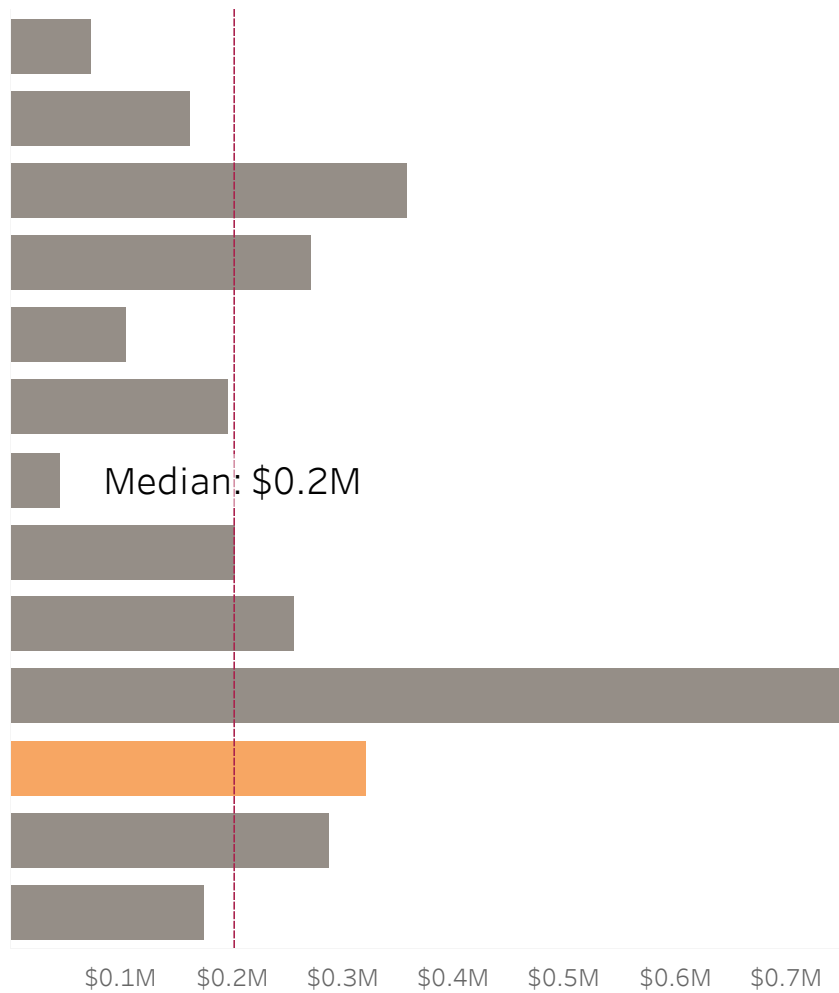


Major Giving Revenue Per 10,000 People

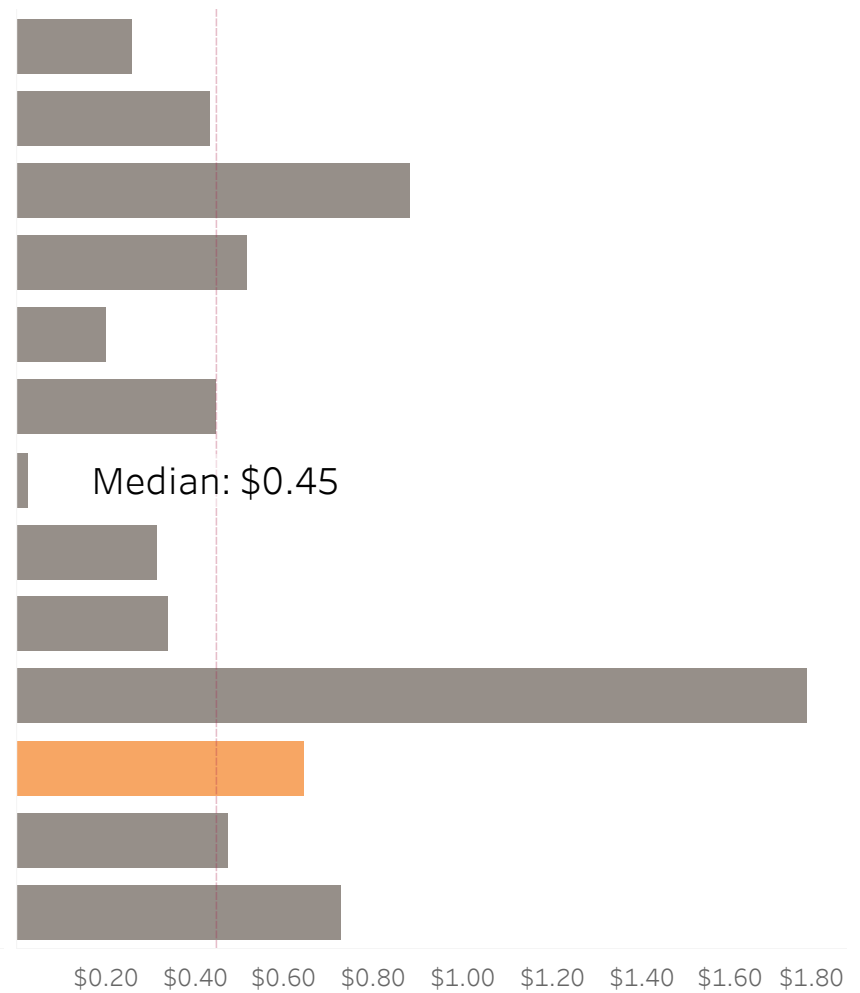


ORG BUSINESS REVENUE 2020 AFR

Total Business Revenue

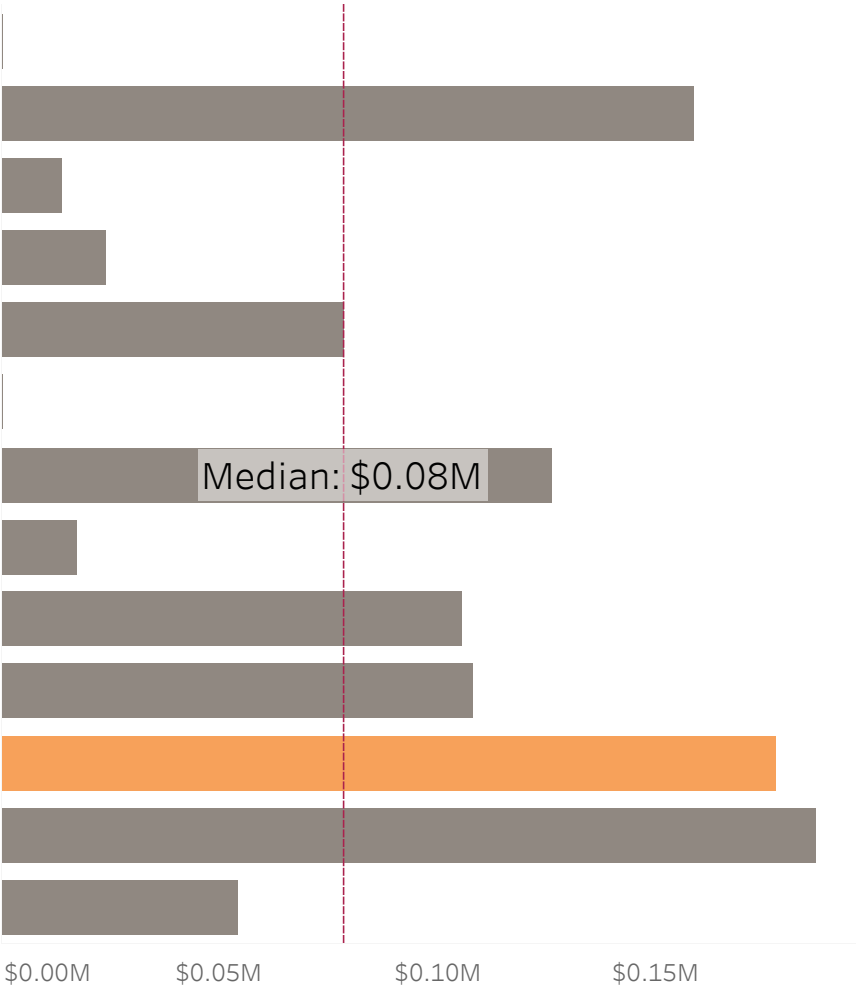


Total Business Revenue Per Capita

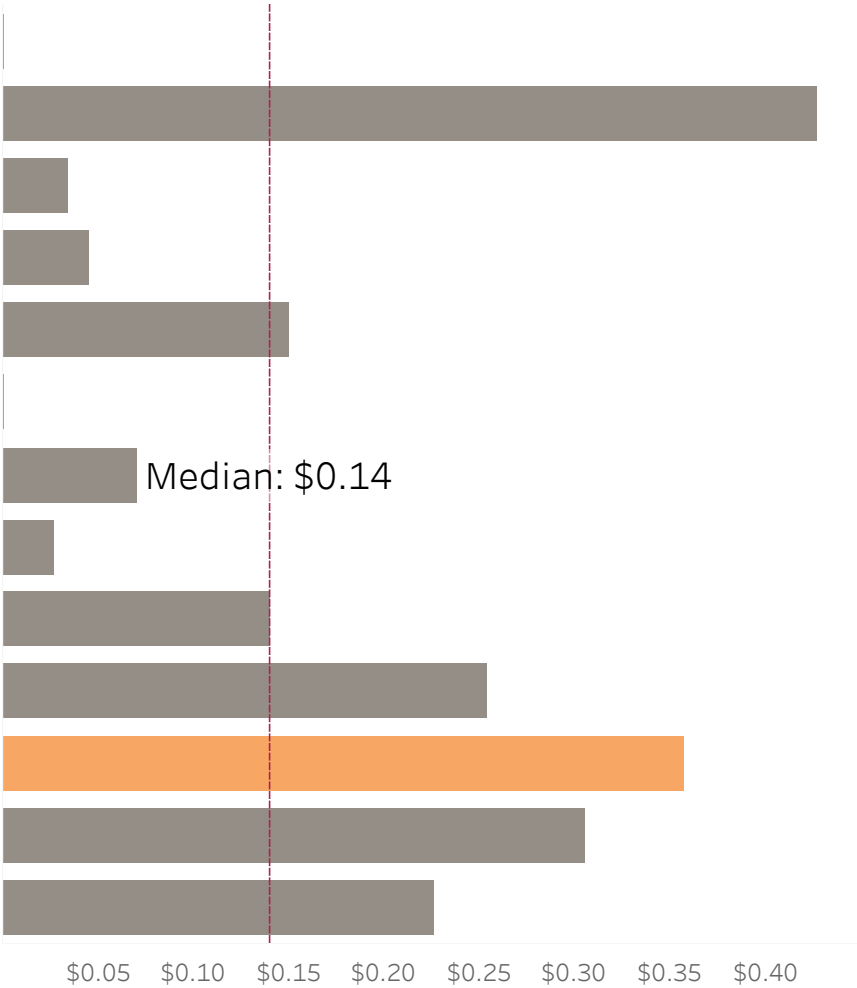


ORG FOUNDATION REVENUE 2020 AFR

Total Foundation Revenue



Foundation Revenue Per Capita



ORG REVENUE TREND 2016-20

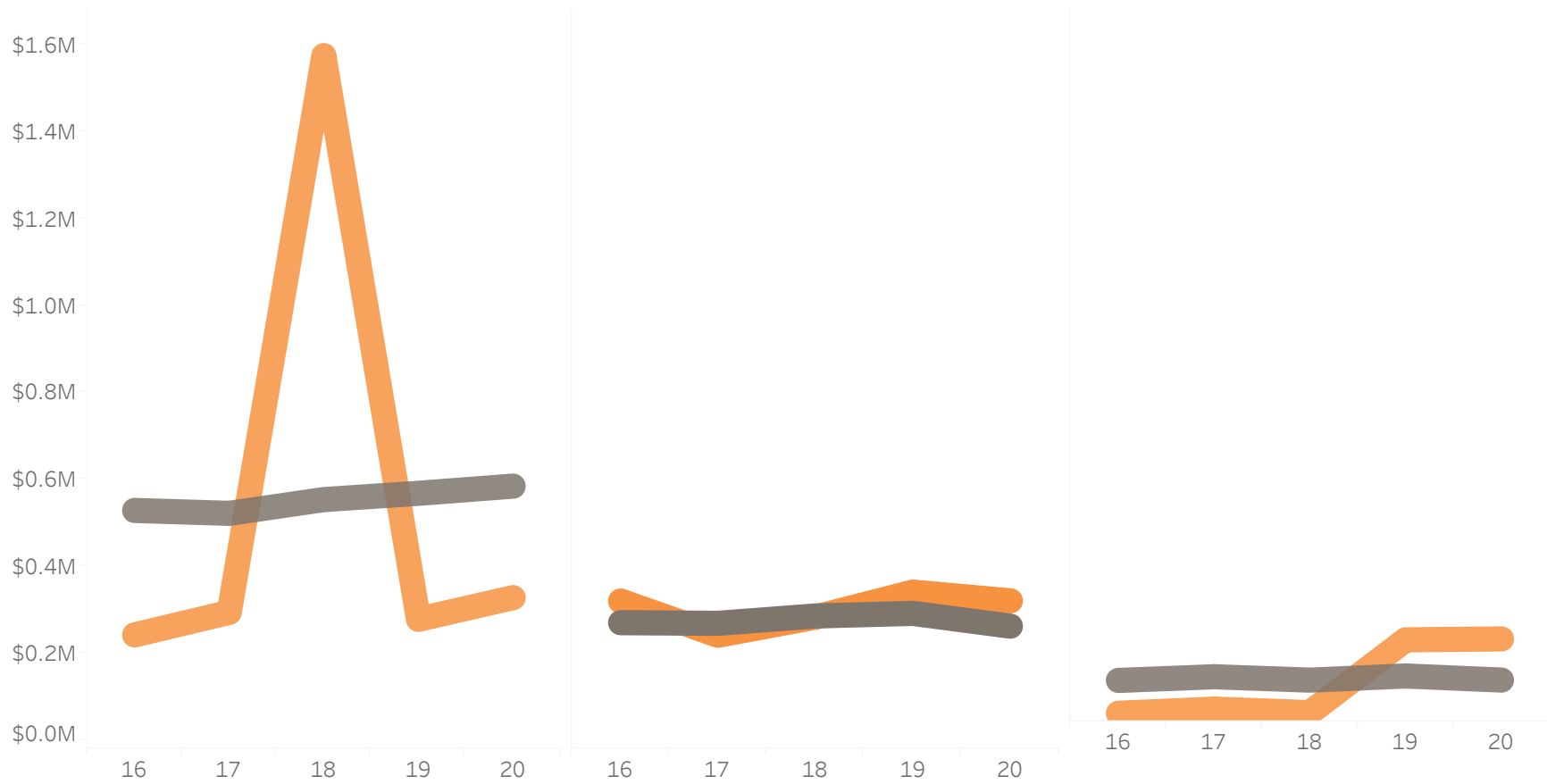
■ Org Peers

■ Org FM

Individual Giving Trend

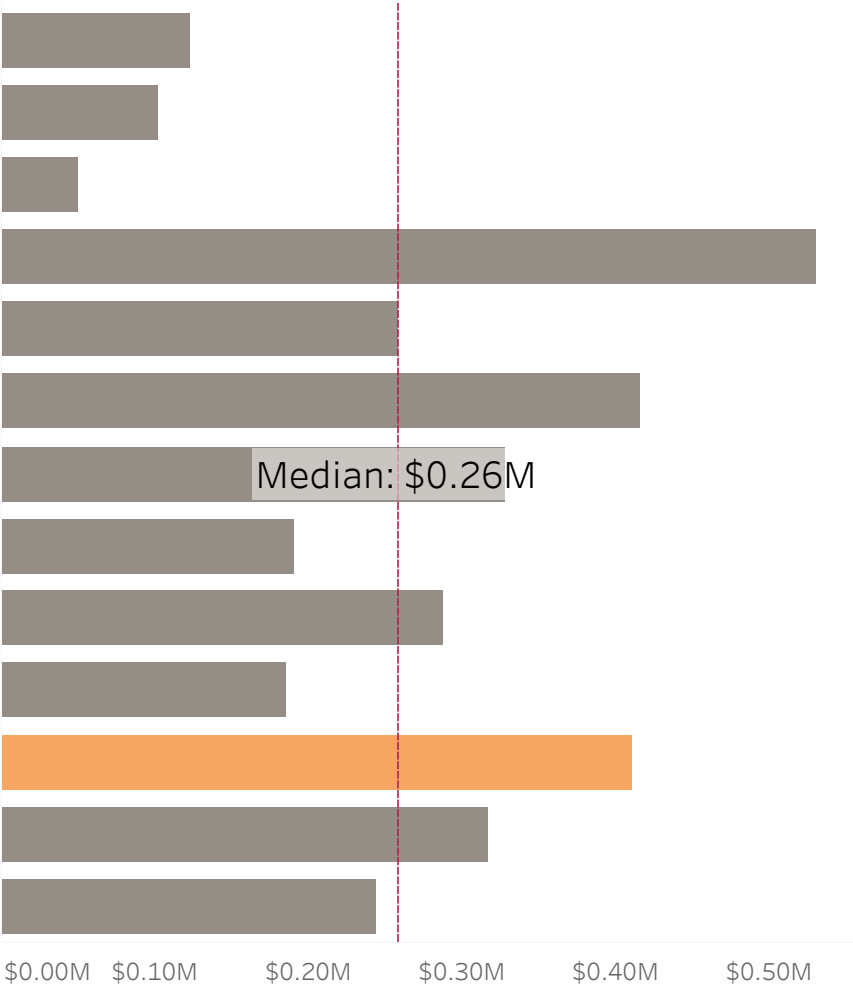
Business Trend

Foundation Trend

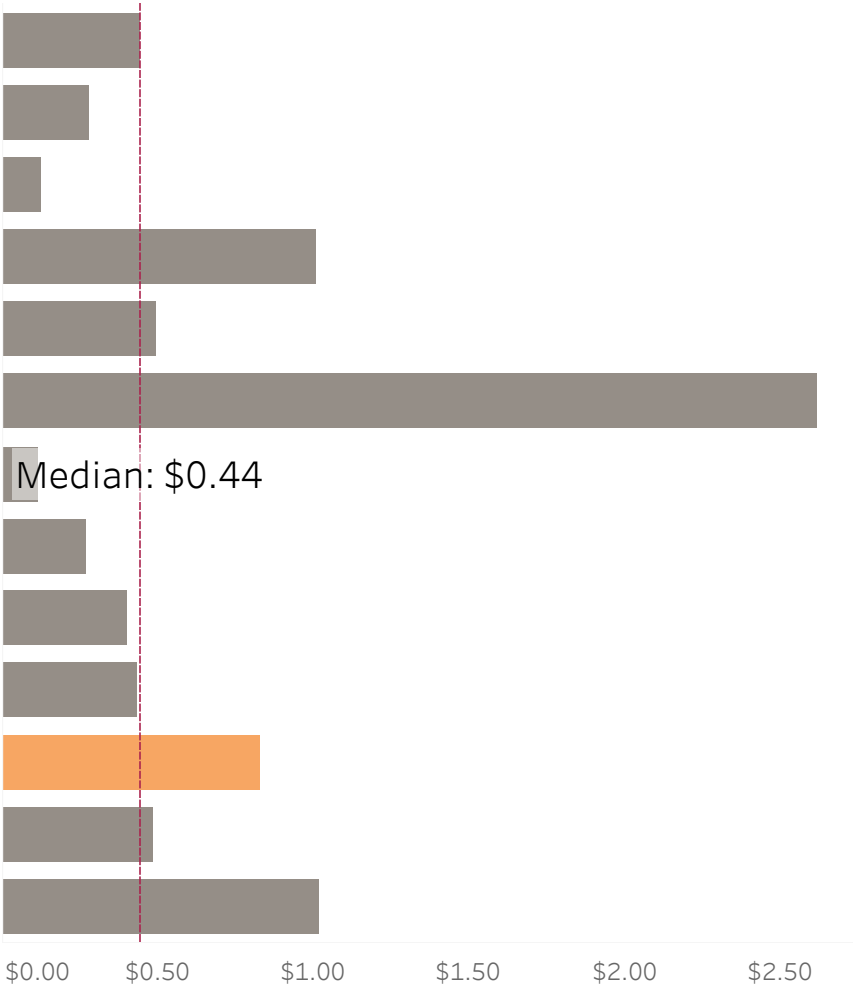


ORG B'CASTING & ENGINEERING EXPENSES

Total Broadcast and Engineering Expenses



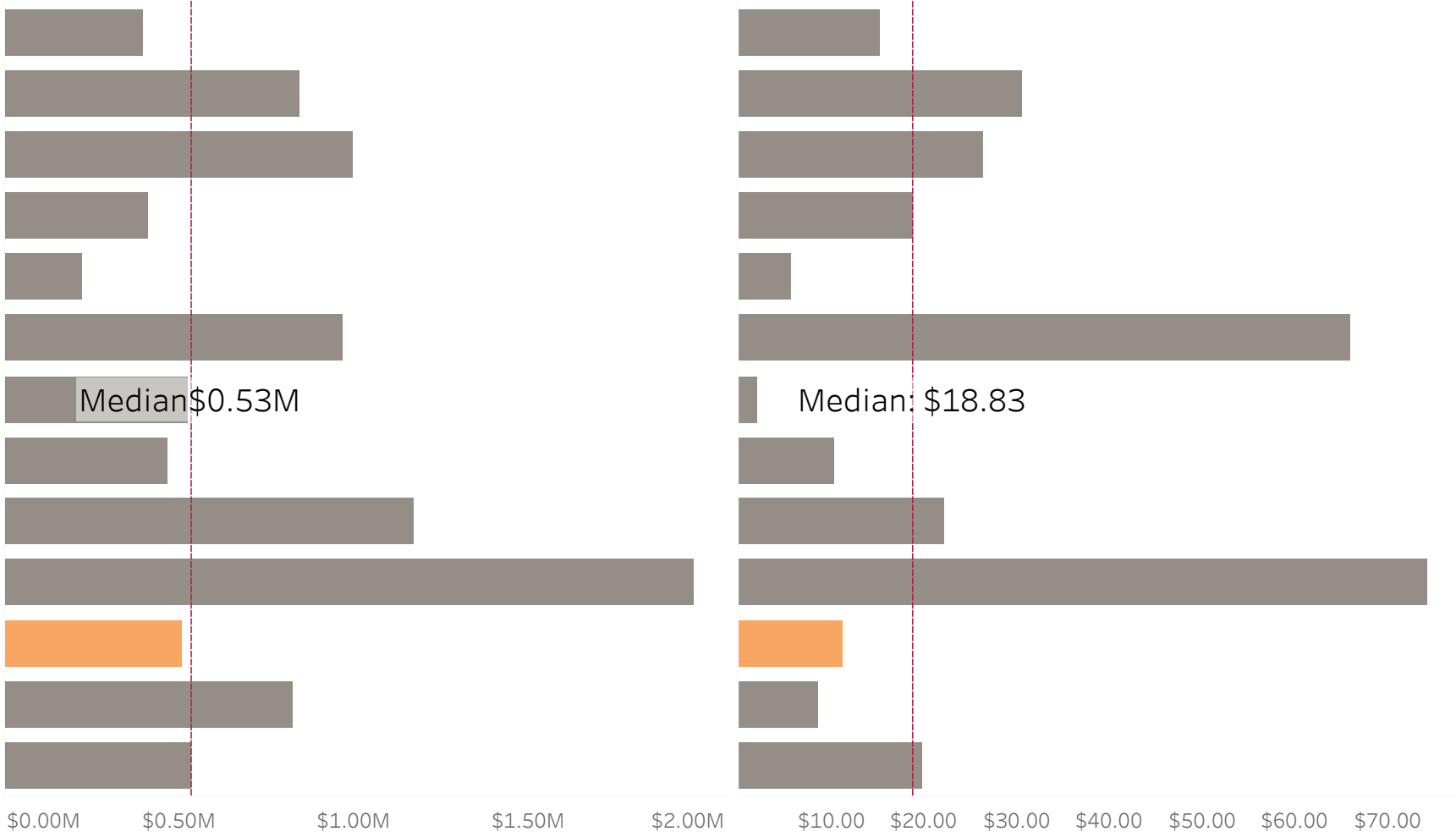
B'casting & Engineering Exp Per Capita



ORG PROGRAMMING/PRODUCTION EXP

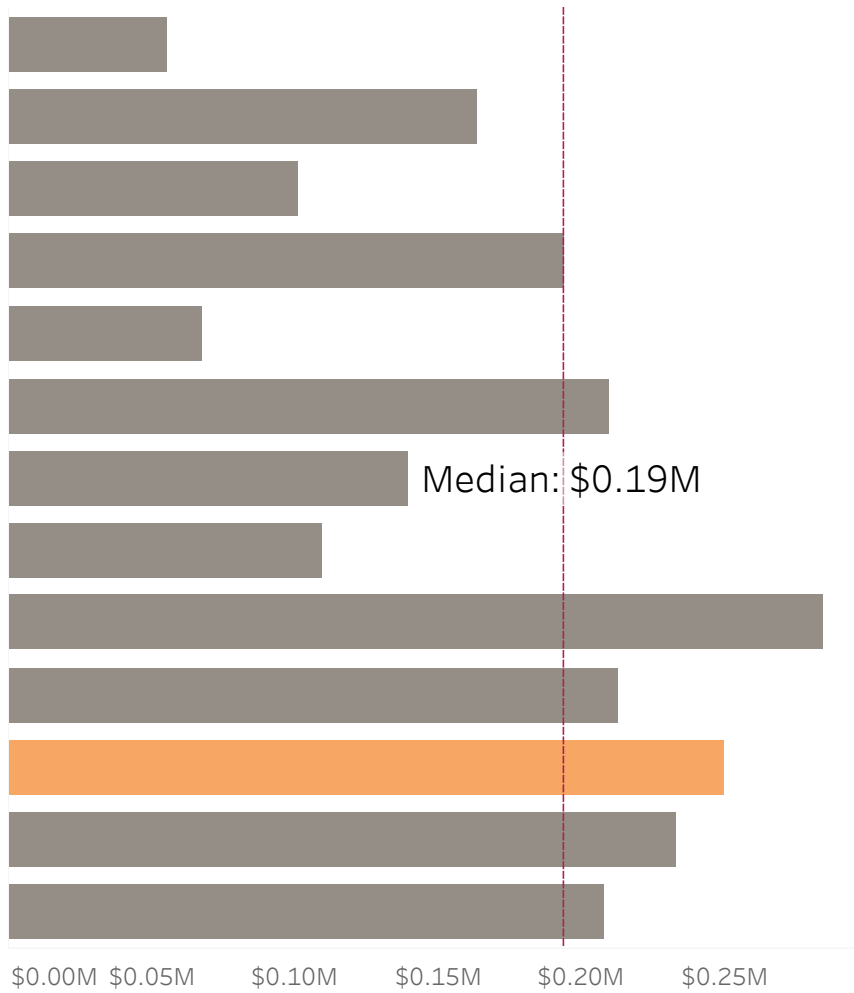
Total Programming and Production Expenses

Programming & Production Exp Per Capita

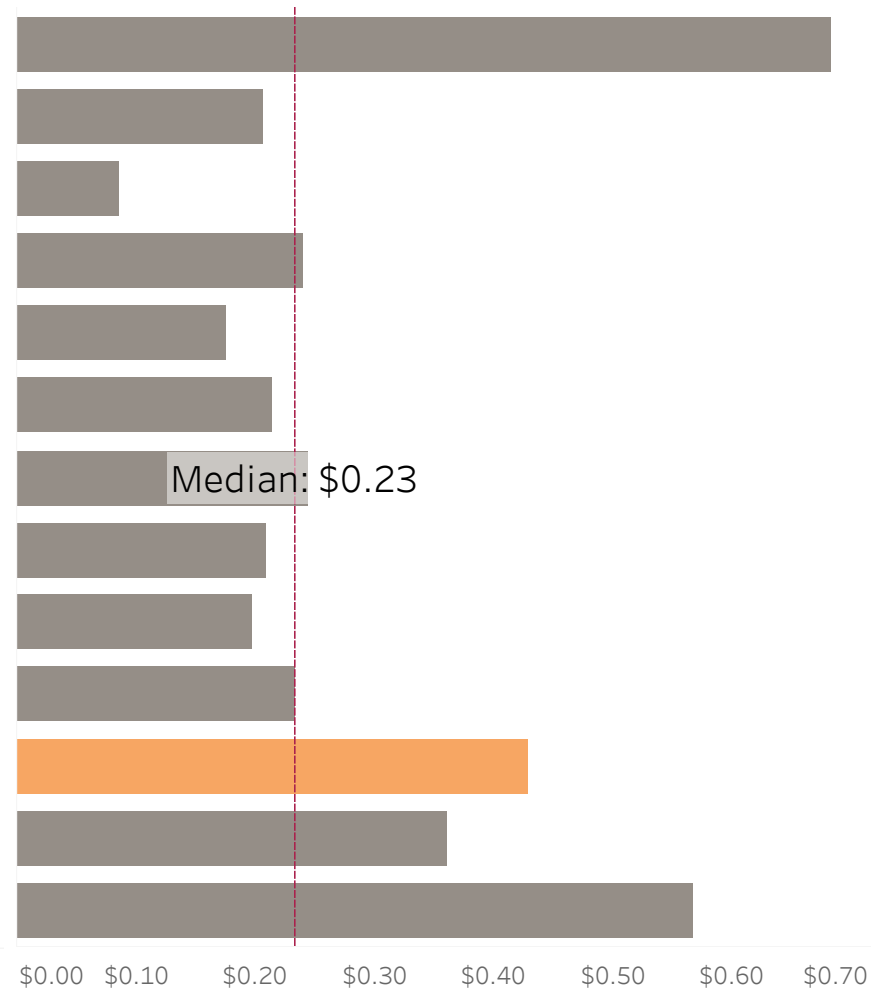


ORG FUNDRAISING EXP 2020 AFR

Total Fundraising Expenses

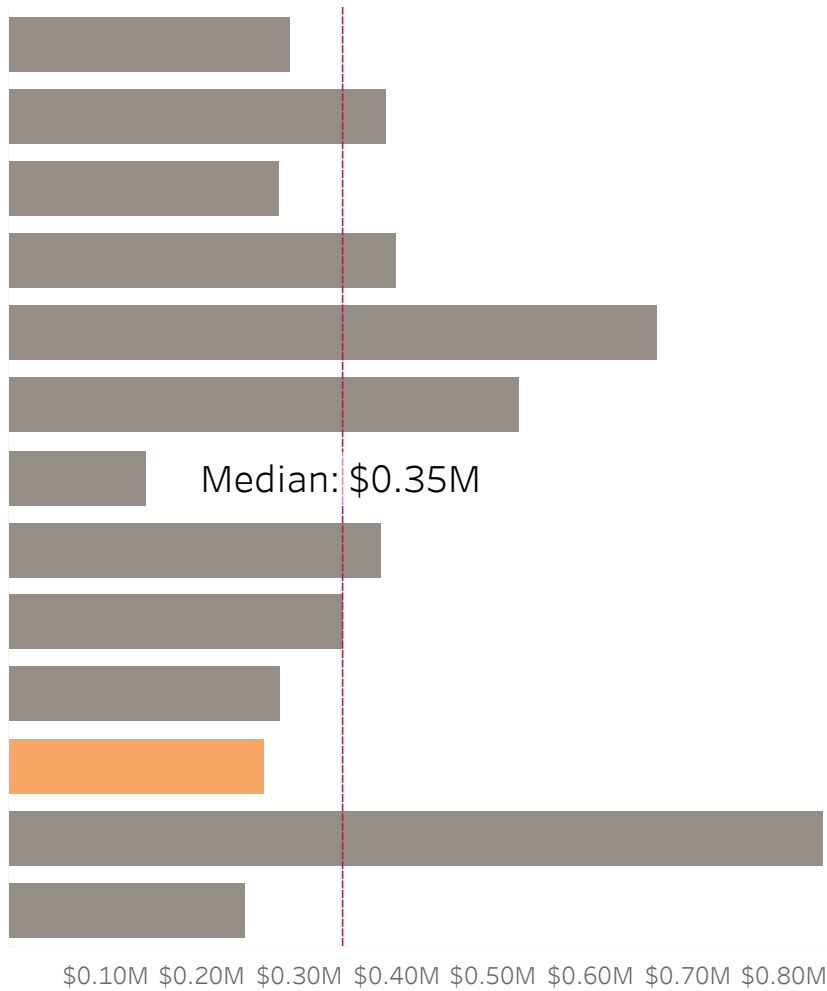


Fundraising Expenses Per Dollar Raised

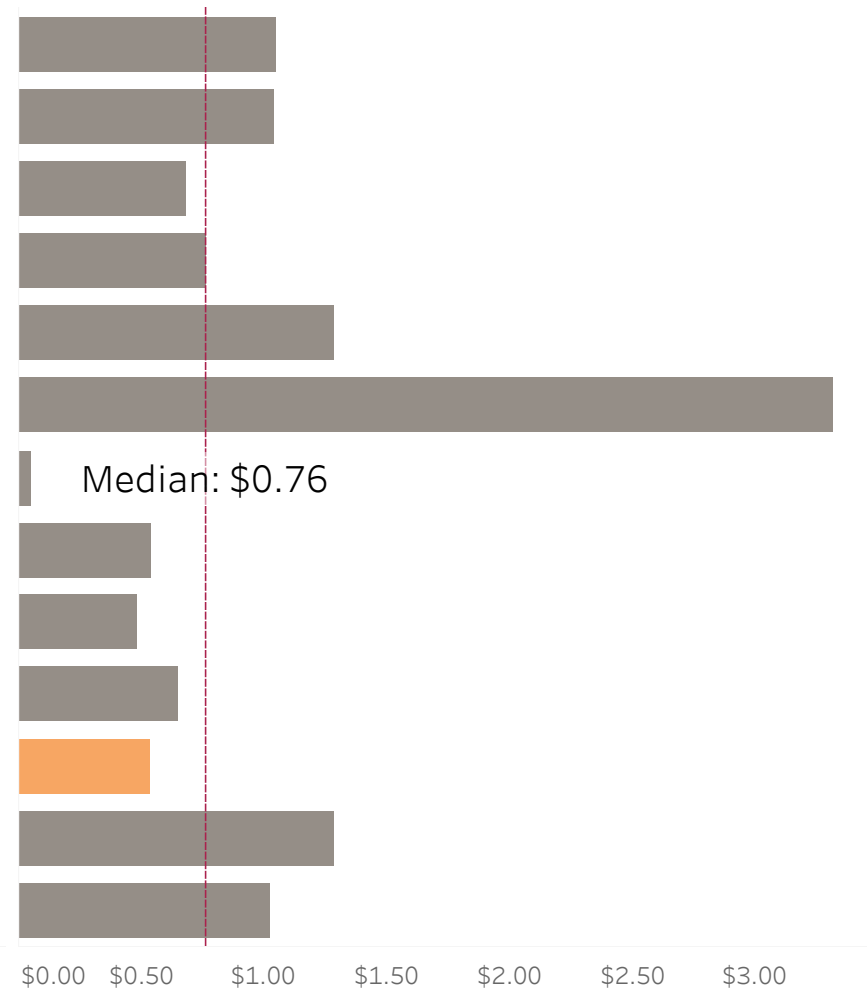


ORG MANAGEMENT & GENERAL EXP

Total Management & General Expenses



Management & General Expenses Per Capita



ORG EXPENSES TREND 2016-20 AFR

■ Org Peers ■ Org-FM

Broadcast & Engineering Exp

Fundraising Expenses

Programming & Production Exp

Management & General Exp

