

Schedule A
WHA-AM (1670)
Madison, WI

NFFS Excluded?

If you have an NFFS Exclusion, please click the "NFFS X" button, and enter your NFFS data.

Source of Income	2020 data	2021 data
1. Amounts provided directly by federal government agencies	\$29,831	\$5,000
A. Grants for facilities and other capital purposes	\$0	\$0
B. Department of Education	\$1,745	\$0
C. Department of Health and Human Services	\$15,000	\$5,000
D. National Endowment for the Arts and Humanities	\$0	\$0
E. National Science Foundation	\$0	\$0
F. Other Federal Funds (specify)	\$13,086	\$0
2. Amounts provided by Public Broadcasting Entities	\$6,304,289	\$5,264,873
A. CPB - Community Service Grants	\$371,973	\$362,707
B. CPB - all other funds from CPB (e.g. DDF, RTL, Programming Grants)	\$75,000	\$246,109
C. PBS - all payments except copyright royalties and other pass-through payments. See Guidelines for details.	\$0	\$0
D. NPR - all payments except pass-through payments. See Guidelines for details.	\$402	\$0
E. Public broadcasting stations - all payments	\$5,856,309	\$4,656,057
F. Other PBE funds (specify)	\$605	\$0
3. Local boards and departments of education or other local government or agency sources	\$14,366	\$6,785
3.1 NFFS Eligible	\$14,366	\$6,785
A. Program and production underwriting	\$14,366	\$6,785
B. Grants and contributions other than underwriting	\$0	\$0
C. Appropriations from the licensee	\$0	\$0
D. Gifts and grants for facilities and equipment as restricted by the donor or received through a capital campaign (Radio only)	\$0	\$0
E. Gifts and grants received through a capital campaign but not for facilities and equipment	\$0	\$0
F. Other income eligible as NFFS (specify)	\$0	\$0
3.2 NFFS Ineligible	\$0	\$0
A. Rental income	\$0	\$0
B. Fees for services	\$0	\$0
C. Licensing fees (not royalties – see instructions for Line 15)	\$0	\$0
D. Gifts and grants for facilities and equipment as restricted by the donor or received through a capital campaign (TV only)	\$0	\$0

E. Other income ineligible for NFFS inclusion	\$0	\$0
4. State boards and departments of education or other state government or agency sources	\$12,613	\$7,534
4.1 NFFS Eligible	\$12,613	\$7,534
A. Program and production underwriting	\$12,613	\$7,534
B. Grants and contributions other than underwriting	\$0	\$0
C. Appropriations from the licensee	\$0	\$0
D. Gifts and grants for facilities and equipment as restricted by the donor or received through a capital campaign (Radio only)	\$0	\$0
E. Gifts and grants received through a capital campaign but not for facilities and equipment	\$0	\$0
F. Other income eligible as NFFS (specify)	\$0	\$0
4.2 NFFS Ineligible	\$0	\$0
A. Rental income	\$0	\$0
B. Fees for services	\$0	\$0
C. Licensing fees (not royalties – see instructions for Line 15)	\$0	\$0
D. Gifts and grants for facilities and equipment as restricted by the donor or received through a capital campaign (TV only)	\$0	\$0
E. Other income ineligible for NFFS inclusion	\$0	\$0
5. State colleges and universities	\$2,212,389	\$2,264,045
5.1 NFFS Eligible	\$2,210,889	\$2,262,545
A. Program and production underwriting	\$67,499	\$0
B. Grants and contributions other than underwriting	\$516	\$31,096
C. Appropriations from the licensee	\$2,142,874	\$2,231,449
D. Gifts and grants for facilities and equipment as restricted by the donor or received through a capital campaign (Radio only)	\$0	\$0
E. Gifts and grants received through a capital campaign but not for facilities and equipment	\$0	\$0
F. Other income eligible as NFFS (specify)	\$0	\$0
5.2 NFFS Ineligible	\$1,500	\$1,500
A. Rental income	\$0	\$0
B. Fees for services	\$1,500	\$1,500
C. Licensing fees (not royalties – see instructions for Line 15)	\$0	\$0
D. Gifts and grants for facilities and equipment as restricted by the donor or received through a capital campaign (TV only)	\$0	\$0
E. Other income ineligible for NFFS inclusion	\$0	\$0
6. Other state-supported colleges and universities	\$6,812	\$2,540

6.1 NFFS Eligible	\$6,812	\$2,540
A. Program and production underwriting	\$6,812	\$2,540
B. Grants and contributions other than underwriting	\$0	\$0
C. Appropriations from the licensee	\$0	\$0
D. Gifts and grants for facilities and equipment as restricted by the donor or received through a capital campaign (Radio only)	\$0	\$0
E. Gifts and grants received through a capital campaign but not for facilities and equipment	\$0	\$0
F. Other income eligible as NFFS (specify)	\$0	\$0
6.2 NFFS Ineligible	\$0	\$0
A. Rental income	\$0	\$0
B. Fees for services	\$0	\$0
C. Licensing fees (not royalties – see instructions for Line 15)	\$0	\$0
D. Gifts and grants for facilities and equipment as restricted by the donor or received through a capital campaign (TV only)	\$0	\$0
E. Other income ineligible for NFFS inclusion	\$0	\$0
7. Private colleges and universities	\$16,305	\$29,685
7.1 NFFS Eligible	\$16,305	\$29,685
A. Program and production underwriting	\$16,305	\$29,685
B. Grants and contributions other than underwriting	\$0	\$0
C. Appropriations from the licensee	\$0	\$0
D. Gifts and grants for facilities and equipment as restricted by the donor or received through a capital campaign (Radio only)	\$0	\$0
E. Gifts and grants received through a capital campaign but not for facilities and equipment	\$0	\$0
F. Other income eligible as NFFS (specify)	\$0	\$0
7.2 NFFS Ineligible	\$0	\$0
A. Rental income	\$0	\$0
B. Fees for services	\$0	\$0
C. Licensing fees (not royalties – see instructions for Line 15)	\$0	\$0
D. Gifts and grants for facilities and equipment as restricted by the donor or received through a capital campaign (TV only)	\$0	\$0
E. Other income ineligible for NFFS inclusion	\$0	\$0
8. Foundations and nonprofit associations	\$329,712	\$259,177
8.1 NFFS Eligible	\$323,462	\$259,177
A. Program and production underwriting	\$323,462	\$245,227
B. Grants and contributions other than underwriting	\$0	\$13,950

C. Gifts and grants for facilities and equipment as restricted by the donor or received through a capital campaign (Radio only)	\$0	\$0
D. Gifts and grants received through a capital campaign but not for facilities and equipment	\$0	\$0
E. Other income eligible as NFFS (specify)	\$0	\$0
8.2 NFFS Ineligible	\$6,250	\$0
A. Rental income	\$0	\$0
B. Fees for services	\$6,250	\$0
C. Licensing fees (not royalties – see instructions for Line 15)	\$0	\$0
D. Gifts and grants for facilities and equipment as restricted by the donor or received through a capital campaign (TV only)	\$0	\$0
E. Other income ineligible for NFFS inclusion	\$0	\$0
9. Business and Industry	\$729,284	\$641,395
9.1 NFFS Eligible	\$726,032	\$639,139
A. Program and production underwriting	\$726,032	\$639,139
B. Grants and contributions other than underwriting	\$0	\$0
C. Gifts and grants for facilities and equipment as restricted by the donor or received through a capital campaign (Radio only)	\$0	\$0
D. Gifts and grants received through a capital campaign but not for facilities and equipment	\$0	\$0
E. Other income eligible as NFFS (specify)	\$0	\$0
9.2 NFFS Ineligible	\$3,252	\$2,256
A. Rental income	\$0	\$0
B. Fees for services	\$3,252	\$2,256
C. Licensing fees (not royalties – see instructions for Line 15)	\$0	\$0
D. Gifts and grants for facilities and equipment as restricted by the donor or received through a capital campaign (TV only)	\$0	\$0
E. Other income ineligible for NFFS inclusion	\$0	\$0
10. Memberships and subscriptions (net of membership bad debt expense)	\$1,412,026	\$1,689,749
10.1 NFFS Exclusion – Fair market value of premiums that are not of insubstantial value	\$2,154	\$1,597
10.2 NFFS Exclusion – All bad debt expenses from NFFS eligible revenues including but not limited to pledges, underwriting, and membership (unless netted elsewhere in Schedule A)	\$0	\$0
10.3 Total number of contributors.	2020 data 9,678	2021 data 10,349
11. Revenue from Friends groups less any revenue included on line 10	\$0	\$0
11.1 Total number of Friends contributors.	2020 data 0	2021 data 0

12. Subsidiaries and other activities unrelated to public broadcasting (See instructions)	\$0	\$0
A. Nonprofit subsidiaries involved in telecommunications activities	\$0	\$0
B. NFFS Ineligible – Nonprofit subsidiaries not involved in telecommunications activities	\$0	\$0
C. NFFS Ineligible – For-profit subsidiaries regardless of the nature of its activities	\$0	\$0
D. NFFS Ineligible – Other activities unrelated to public broadcasting	\$0	\$0

Form of Revenue

	2020 data	2021 data
13. Auction revenue (see instructions for Line 13)	\$0	\$0
A. Gross auction revenue	\$0	\$0
B. Direct auction expenses	\$0	\$0
14. Special fundraising activities (see instructions for Line 14)	\$0	\$0
A. Gross special fundraising revenues	\$0	\$0
B. Direct special fundraising expenses	\$0	\$0
15. Passive income	\$260,915	\$267,534
A. Interest and dividends (other than on endowment funds)	\$260,915	\$267,534
B. Royalties	\$0	\$0
C. PBS or NPR pass-through copyright royalties	\$0	\$0
16. Gains and losses on investments, charitable trusts and gift annuities and sale of other assets (other than endowment funds)	\$101,483	\$1,411,733
A. Gains from sales of property and equipment (do not report losses)	\$0	\$0
B. Realized gains/losses on investments (other than endowment funds)	\$84,878	\$189,486
C. Unrealized gains/losses on investments and actuarial gains/losses on charitable trusts and gift annuities (other than endowment funds)	\$16,605	\$1,222,247
17. Endowment revenue	\$4,148	\$23,928
A. Contributions to endowment principal	\$987	\$120
B. Interest and dividends on endowment funds	\$2,271	\$2,480
C. Realized net investment gains and losses on endowment funds (if this is a negative amount, add a hyphen, e.g., "-1,765")	\$3,154	\$5,525
D. Unrealized net investment gains and losses on endowment funds (if this is a negative amount, add a hyphen, e.g., "-1,765")	\$-2,264	\$15,803
18. Capital fund contributions from individuals (see instructions)	\$0	\$0
A. Facilities and equipment (except funds received from federal or public broadcasting sources)	\$0	\$0
B. Other	\$0	\$0
19. Gifts and bequests from major individual donors	\$1,245,077	\$984,301
	2020 data	2021 data
19.1 Total number of major individual donors	262	307

20. Other Direct Revenue	\$22,413	\$2,707
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Description	Amount	
Sales to individuals	\$2,707	

Exclusion Description	Amount	
Sale of premiums	\$1,010	
Ticket sales to concerts and other events (exclusive of contributions portion if disclosed)	\$1,697	

Line 21. Proceeds from the FCC Spectrum Incentive Auction, interest and dividends earned on these funds, channel sharing revenues, and spectrum leases	\$0	\$0
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A. Proceeds from sale in spectrum auction	\$0	\$0
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B. Interest and dividends earned on spectrum auction related revenue	\$0	\$0
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C. Payments from spectrum auction speculators	\$0	\$0
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D. Channel sharing and spectrum leases revenues	\$0	\$0
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E. Spectrum repacking funds	\$0	\$0
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22. Total Revenue (Sum of lines 1 through 12, 13.A, 14.A, and 15 through 21)	\$12,701,663	\$12,860,986
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[Click here to view all NFFS Eligible revenue on Lines 3 through 9.](#)

[Click here to view all NFFS Ineligible revenue on Lines 3 through 9.](#)

Adjustments to Revenue

2020 data

2021 data

23. Federal revenue from line 1.	\$29,831	\$5,000
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24. Public broadcasting revenue from line 2.	\$6,304,289	\$5,264,873
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25. Capital funds exclusion—TV (3.2D, 4.2D, 5.2D, 6.2D, 7.2D, 8.2D, 9.2D, 18A)	\$0	\$0
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26. Revenue on line 20 not meeting the source, form, purpose, or recipient criteria	\$22,413	\$2,707
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27. Other automatic subtractions from total revenue	\$115,529	\$1,438,414
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A. Auction expenses – limited to the lesser of lines 13a or 13b	\$0	\$0
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B. Special fundraising event expenses – limited to the lesser of lines 14a or 14b	\$0	\$0
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C. Gains from sales of property and equipment – line 16a	\$0	\$0
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D. Realized gains/losses on investments (other than endowment funds) – line 16b	\$84,878	\$189,486
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E. Unrealized investment and actuarial gains/losses (other than endowment funds) – line 16c	\$16,605	\$1,222,247
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F. Realized and unrealized net investment gains/losses on endowment funds – line 17c, line 17d	\$890	\$21,328
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G. Rental income (3.2A, 4.2A, 5.2A, 6.2A, 7.2A, 8.2A, 9.2A)	\$0	\$0
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H. Fees for services (3.2B, 4.2B, 5.2B, 6.2B, 7.2B, 8.2B, 9.2B)	\$11,002	\$3,756
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I. Licensing Fees (3.2C, 4.2C, 5.2C, 6.2C, 7.2C, 8.2C, 9.2C)	\$0	\$0
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J. Other revenue ineligible as NFFS (3.2E, 4.2E, 5.2E, 6.2E, 7.2E, 8.2E, 9.2E)	\$0	\$0
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K. FMV of high-end premiums (Line 10.1)	\$2,154	\$1,597
L. All bad debt expenses from NFFS eligible revenues including but not limited to pledges, underwriting, and membership (Line 10.2)	\$0	\$0
M. Revenue from subsidiaries and other activities ineligible as NFFS (12.B, 12.C, 12.D)	\$0	\$0
N. Proceeds from spectrum auction and related revenues from line 21.	\$0	\$0
28. Total Direct Nonfederal Financial Support (Line 22 less Lines 23 through 27). (Forwards to line 1 of the Summary of Nonfederal Financial Support)	\$6,229,601	\$6,149,992

Comments

Comment	Name	Date	Status
In FY2020, WHA-AM received a grant from the University of Wisconsin using funds earned through indirect costs. A similar grant was not awarded in FY2021.	Paul Breen	2/3/2022	Note
Received one-time COVID funds from CPB in both FY2020 and FY2021, but FY2021 amount was significantly higher.	Paul Breen	2/3/2022	Note
Decrease in payments from partner organization, the Wisconsin Educational Communications Board, for production costs.	Paul Breen	2/3/2022	Note
In FY2021, WHA received a grant from its licensee, the University of Wisconsin-Madison.	Paul Breen	2/3/2022	Note
Increase due primarily to funds provided for staff pay increases.	Paul Breen	2/3/2022	Note
WHA experienced strong membership growth in FY2021.	Paul Breen	2/3/2022	Note
Beginning in FY2021, our partner, the Wisconsin Educational Communications Board (WERN/WHAD), classified any underwriting from our licensee, the University of Wisconsin under 2E. This is based on feedback they received from CPB. WHA decided to follow this approach to be conservative and to eliminate rework in recategorizing transactions.	Paul Breen	2/3/2022	Note
Spot underwriting decreased drastically due to the pandemic, recovering slowly as the pandemic progressed.	Paul Breen	2/3/2022	Note
Spot underwriting declined due to the ongoing COVID pandemic.	Paul Breen	2/3/2022	Note
Underwriting decreased for WHA-AM across several donor categories due to the pandemic.	Paul Breen	2/3/2022	Note
Market conditions were very good in FY2021.	Paul Breen	2/3/2022	Note
Market conditions were very good in FY2021.	Paul Breen	2/3/2022	Note

Comment	Name	Date	Status
Market conditions were very good in FY2021.	Paul Breen	2/3/2022	Note
Strong market conditions.	Paul Breen	2/3/2022	Note
Donor numbers increased as donors graduated to the major gift level, but large gifts were down.	Paul Breen	2/3/2022	Note