

Wisconsin Public Radio

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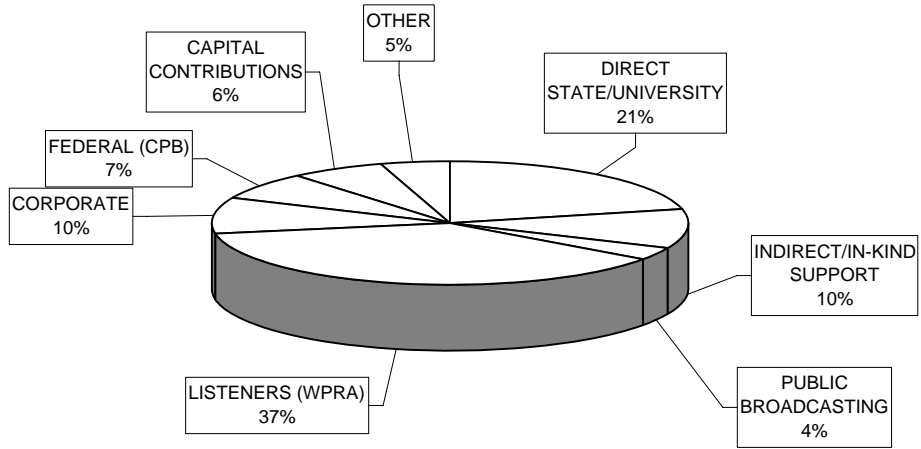
Annual Report

WISCONSIN PUBLIC RADIO
STATEMENT OF FINANCIAL ACTIVITY
FY08

	<u>FY08</u> <u>TOTAL</u>	<u>FY07</u> <u>TOTAL</u>	
<u>REVENUE</u>			
DIRECT STATE/UNIVERSITY	3,396,990	3,533,514	21.4%
INDIRECT/IN-KIND SUPPORT	1,607,661	1,765,104	10.1%
PUBLIC BROADCASTING LISTENERS	526,783	552,428	3.3%
CORPORATE	5,901,512	5,250,920	37.2%
FEDERAL (CPB)	1,523,841	1,451,495	9.6%
CAPITAL CONTRIBUTIONS	1,162,250	1,122,774	7.3%
OTHER	972,663	616,863	6.1%
TOTAL REVENUE	768,721	1,628,688	4.8%
	15,860,421	15,921,786	100.0%
 <u>EXPENSE</u>			
BROADCASTING	2,917,434	2,678,133	19.7%
PROGRAMMING	6,954,684	6,792,135	47.1%
PROGRAM INFORMATION	317,152	343,439	2.1%
MANAGEMENT - DIRECT	1,711,024	1,584,322	11.6%
MANAGEMENT - INDIRECT	1,065,608	1,321,373	7.2%
FUNDRAISING	1,809,144	1,746,009	12.2%
TOTAL EXPENSE	14,775,046	14,465,411	100.0%
 INCREASE IN NET ASSETS	 1,085,375	 1,456,375	
 NET INCREASE IN CAPITAL ASSETS	 571,867	 366,729	
NET INCREASE IN RESTRICTED ASSETS	284,353	6,784	
NET INCREASE IN UNRESTRICTED ASSETS	229,155	1,082,862	

Sources: Audited financial statements of WHA Radio and the WECB Radio Network
The audits are available at <http://www.legis.state.wi.us/lab/CurrentReportsByDate.htm>

WPR CONSOLIDATED REVENUE FOR FY08



WPR CONSOLIDATED EXPENSES FOR FY08

