

The FY10 WEMU Budget—An Overview

The WEMU budget is a collection of eleven accounts which support the operation of the station. The three main accounts reflect funds provided by Eastern Michigan University; the Corporation for Public Broadcasting in the form of annual Community Service Grants; and listeners and businesses responding to mail, on-air campaigns and underwriting opportunities. The other accounts reflect special activities like the Dr. Jan Winkelman special jazz events fund and the tower rental fund.

The first page of numbers is an attempt to show the sources of **ALL** the money and designated areas of **ALL** the expenses. Those figures along with the notes that follow are very important to understanding the delicate balance of funding that keeps WEMU an attentive, vibrant, public and local community radio service. The second page of numbers more specifically displays where the money goes that you contribute. It is a look at WEMU's fundraising account in great detail as an effort to show where your money goes and how important your participation is in keeping WEMU alive and well. For example, of the over \$588,000 that you helped contribute in FY10, over \$321,000 (55%) went to pay for the people you hear on the air (\$224,000 for four full-time, \$89,000 for part-time, and \$8,000 for a graduate assistant).

Please review the budget. If you have any questions, please feel free to contact me at 487-2229 or e-mail me at mmotherwe@emich.edu. Thanks.

Molly Motherwell, General Manager

WEMU FY10 Budget: Income / Expense

Category	Item	Revenue	Expense
University Support			
	Personnel (1)	559,800	539,300
	Students	55,900	58,100
	Supplies	27,700	25,600
	Sports (2)	51,700	51,700
Sub-total		695,100	674,700
Balance (3)			20,400
Federal Grant-#1 (4)			
	Personnel	45,800	33,400
Federal Grant #2 (5)			
	Personnel	170,300	59,100
	Supplies		77,400
Sub-total		216,100	169,900
Balance			46,200
Tower Rental			
	Beg Balance (6)	189,900	
	FY10 Revenue	41,700	
	Supplies		11,700
Sub-total		231,600	11,700
Balance			219,900
Other		7,500	6,000
Balance			1,500
Sub-total		1,150,300	862,300
Balance			288,000
Fundraising			
	Beg Balance	157,600	
	FY10 Rev (7)	588,300	
	Personnel (8)		313,300
	Students		8,000
	Supplies		188,700
	Travel		6,100
Sub-total		745,900	516,100
Balance (9)			229,800
Total Revenue		1,896,200	
Total Expenditure			1,378,400
Balance			517,800

WEMU FY10: Budget Notes

- (1) Eastern Michigan University (EMU) provides the wages and fringe benefits for six of 10 full-time and two part-time regular staff of WEMU with an average tenure of 25 years.
- (2) EMU provides all of the funding for the broadcast of EMU football and men's and women's basketball games on WEMU.
- (3) It is the policy of EMU to recoup all general fund balances at the conclusion of each fiscal year. Therefore, the \$20,400 balance was returned to the EMU general fund at the conclusion of the year.
- (4) Each federal fiscal year (Oct-Sept) WEMU is awarded a grant from the Corporation for Public Broadcasting (CPB). Each Community Service Grant (CSG) is valid for two years, but is normally spent within one year. These funds provide the salary and benefits for one person for one year, plus a portion of WEMU's fee for National Public Radio (NPR) programming. Each EMU fiscal year (July-June), WEMU pays one staff member from two grant accounts, one for EMU's first financial quarter and a second for the remaining three quarters of the year.
- (5) In early FY10 WEMU experienced two temporary personnel reassignments (which were completed by the end of August, 2009) which reduced the expenditure of both the WEMU general fund and CPB grant accounts. The positive net result is that the balance of the WEMU CPB CSG is higher than normal.
- (6) WEMU rents space on its broadcast tower to acquire a source of income used for equipment replacement and repair, as well as tower maintenance. The normal income per year is approximately \$39,000. This account has paid for new transmitters, conversion to HD, conversion to digital production and storage, new emergency generators, and rewiring for emergency electrical operation among other items. In FY09 EMU restructured a current lease which provided a one-time payment to WEMU of \$123,000 to cover the next eight years. These funds are preserved in the beginning balance for the original purpose of this account.
- (7) WEMU raised more money in FY10 than in any previous year. In the midst of the worst economic crisis in decades, listeners and businesses rallied to provide WEMU with a record income, which has been preserved as much as possible to carry into FY11. This increase combined with further expense reduction permitted the station to end the financial year with \$72,000 more than it started.
- (8) Over 55% of listener contributions provide wages and fringe benefits for select WEMU staff. Four full time staff members, nearly 16 part-time staff and one graduate assistant are funded by donor generosity. All weekend staff is funded by listeners and half of the news operation as well. WEMU literally could not provide its service without the help of its listeners.
- (9) Each year WEMU strives to increase its ending balance because those funds are used to begin the next year and permit WEMU to continue operation until the fall fundraising receipts begin to arrive. At the time that the beginning balance is depleted, listener donations refresh the station's accounts.

WEMU FY10: Fundraising Income Expense

Category	Item	Revenue	Expense	Sub-total
Revenue				
	Beg Balance	157,600		
	FY10 Revenue	588,300		
	Sub-total Revenue			745,900
Expense				
Personnel				
	Full-Time		224,300	
	Part-Time		89,000	
	Student		8,000	
	Sub-total			321,300
Supplies & Travel				
Administration				
	Legal Counsel		1,300	
	Computers		600	
	Travel		800	
	Membership		800	
	Planning		1,200	
	Sub-total			4,700
Development				
	Fundraising Finale		7,800	
	Blues BBQ		10,000	
	Events		2,000	
	Credit Card Fee		4,900	
	Supplies		2,500	
	Mail Solicitations		11,600	
	On-Air Fund Drives		23,300	
	Underwriting Sales		300	
	Travel		2,700	
	Sub-total			65,100
Management				
	Copies/Computers		600	
	Transfers		-600	
	Office Supplies		4,300	
	Parking		1,700	
	Postage		7,300	
	Printing		400	
	Telephone		10,500	
	Sub-total			24,200
Marketing				
	Summer Festival		400	
	Computer Software		5,400	
	Advertising		3,300	

WEMU FY10: Fundraising Income Expense

	Rental/training	700	
	Web Software	2,200	
Sub-total			12,000
Category	Item	Revenue	Expense Sub-total
News	Associated Press	10,200	
	Travel	300	
Sub-total			10,200
Operations	Computer related	200	
	Maintenance	4,200	
	Contract services	8,700	
	Equipment	600	
	Travel	400	
Sub-total			14,100
Programming	American Routes	2,100	
	Michigan Public Radio	12,400	
	NPR	16,300	
	Undercurrents	400	
	Public Radio Intern.	21,800	
	Memberships	1,200	
	Research	4,800	
	Bob Parlocha	1,900	
	Travel	1,900	
Sub-total			62,800
Special Events	5:01 Concerts	1,700	
Sub-total			1,700
Sub-total Expense			516,100
Ending Balance			229,800