# ANNUAL FINANCIAL REPORT FOR WUNC PUBLIC RADIO, LLC

# THIS REPORT COVERS FISCAL YEAR 2024

JULY 1, 2023 - JUNE 30, 2024



Schedule A WUNC-FM (1536) Chapel Hill, NC

## NFFS Excluded?

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

data.			
Source of Income	2023 data	2024 data	Revision
Amounts provided directly and indirectly by federal government agencies	\$0	\$0	\$
A. Grants for facilities and other capital purposes	\$0	\$0	\$
B. Department of Education	\$0	\$0	\$
C. Department of Health and Human Services	\$0	\$0	\$
D. National Endowment for the Arts and Humanities	\$0	\$0	\$
E. National Science Foundation	\$0	\$0	\$
F. Other Federal Funds (specify)	\$0	\$0	\$
2. Amounts provided by Public Broadcasting Entities	\$1,221,905	\$884,569	\$
A. CPB - Community Service Grants	\$702,243	\$711,241	\$
B. CPB - all other funds from CPB	\$311,249	\$0	\$
Variance greater than 25%.			
C. PBS - all payments except copyright royalties and other pass-through payments. See Guidelines for details	\$0 s.	\$0	\$
D. NPR - all payments except pass-through payments. See Guidelines for details.	\$0	\$2,539	\$
E. Public broadcasting stations - all payments	\$208,413	\$170,789	\$
F. Other PBE funds (specify)	\$0	\$0	\$
3. Local boards and departments of education or other local government or agency sources	\$30,295	\$48,338	\$
3.1 NFFS Eligible	\$30,295	\$48,338	\$
Variance greater than 25%.			
A. Program and production underwriting	\$30,295	\$48,338	\$
Variance greater than 25%.			
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	\$
<ul> <li>E. Gifts and grants received through a capital campaign but not for facilities and equipment</li> </ul>	\$0	\$0	\$
F. Other income eligible as NFFS (specify)	\$0	\$0	\$
3.2 NFFS Ineligible	\$0	\$0	\$

2/24, 9:24 AM	Print Req	uest	
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	
State boards and departments of education or other state government or agency sources	\$106,514	\$149,751	
4.1 NFFS Eligible	\$106,514	\$149,751	
iance greater than 25%.			
A. Program and production underwriting	\$106,514	\$149,751	
ance greater than 25%.			
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	\$104,769	\$88,651	
5.1 NFFS Eligible	<b>\$104,</b> 769	\$88,651	
A. Program and production underwriting	<b>\$104,</b> 769	\$88,651	
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	

11/22/24, 9:24 AM	Print R	equest	
5.2 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	\$
6. Other state-supported colleges and universities	\$0	\$0	\$
6.1 NFFS Eligible	\$0	\$0	\$
A. Program and production underwriting	\$0	\$0	\$
B. Grants and contributions other than underwriting	\$0	\$0	\$
C. Appropriations from the licensee	\$0	\$0	\$
<ul> <li>D. Gifts and grants for facilities and equipment as restricted by the donor or received through a capital campaign (Radio only)</li> </ul>	\$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	\$192,664	\$183,142	\$
7.1 NFFS Eligible	\$192,664	\$183,142	\$
A. Program and production underwriting	\$192,664	\$183,142	\$
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	\$

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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	\$698,128	\$694,532	\$
8.1 NFFS Eligible	\$698,128	\$694,532	\$
A. Program and production underwriting	\$608,128	\$609,532	\$
B. Grants and contributions other than underwriting	\$90,000	\$85,000	\$
C. Gifts and grants for facilities and equipment as restricted by the donor or received through a capital campaign (Radio only)	\$0	\$0	\$
<ul> <li>D. Gifts and grants received through a capital campaign but not for facilities and equipment</li> </ul>	\$0	\$0	\$
E. Other income eligible as NFFS (specify)	\$0	\$0	\$
8.2 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	\$
9. Business and Industry	\$2,003,116	\$1,558,301	\$
9.1 NFFS Eligible	\$1,773,299	\$1,373,639	\$
A. Program and production underwriting	\$1,773,299	\$1,373,639	\$
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	\$229,817	\$184,662	\$
A. Rental income	\$228,137	\$183,016	\$
B. Fees for services	\$1,680	\$1,646	\$
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			

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11/22/24, 5.24 AW			1 11110	request	
10. Memberships and sudebt expense)	bscriptions (net	of membership bad	\$8,396,901	\$7,498,195	\$
10.1 NFFS Exclusion that are not of insub		value of premiums	\$373,956	\$396,740	\$
10.2 NFFS Exclusio NFFS eligible reven pledges, underwritir elsewhere in Sched	ues including bu ig, and members ule A)	t not limited to ship (unless netted	\$0	\$0	\$
	2023 data	2024 data			
10.3 Total number o contributors.	f 46,011	45,072			
11. Revenue from Frienc on line 10	ls groups less ar	ny revenue included	\$0	\$0	\$
	2023 data	2024 data			
11.1 Total number of Friends contributors.	0	0			
12. Subsidiaries and other broadcasting (See instru		lated to public	\$0	\$0	\$
A. Nonprofit subsidi activities	aries involved in	telecommunications	\$0	\$0	\$
B. NFFS Ineligible – in telecommunication		diaries not involved	\$0	\$0	\$
C. NFFS Ineligible - the nature of its acti		diaries regardless of	\$0	\$0	\$
D. NFFS Ineligible - brodcasting	Other activities	unrelated to public	\$0	\$0	\$
Form of Revenu	ie		2023 data	2024 data	Revision
13. Auction revenue (see		Line 13)	\$0	\$0	\$
A. Gross auction rev			\$0	\$0	\$
B. Direct auction ex —— 14. Special fundraising a		tructions for Line 14)	\$0	\$0	\$
A. Gross special fur			\$0	\$0	\$
B. Direct special fur			\$0 \$0	\$0 \$0	\$
15. Passive income			\$343,371	\$373,620	\$
A. Interest and divid funds)	ends (other thar	on endowment	\$343,371	\$373,620	\$
B. Royalties			\$0	\$0	\$
C. PBS or NPR pas	s-through copyri	ght royalties	\$0	\$0	\$
16. Gains and losses on gift annuities and sale of funds)			\$-1,930	\$2,873	\$
A. Gains from sales report losses)	of property and	equipment (do not	\$0	\$0	\$
B. Realized gains/lo endowment funds)	sses on investm	ents (other than	\$0	\$0	\$
	ritable trusts and	tments and actuarial d gift annuities (other	\$-1,930	\$2,873	\$
Variance greater than 25%.					
17. Endowment revenue			\$0	\$746,071	\$

11/22/	27, 3.27 AW	THICK	quest	
	A. Contributions to endowment principal	\$0	\$0	\$
	B. Interest and dividends on endowment funds	\$0	\$24,870	\$
	C. Realized net investment gains and losses on endowment funds (if this is a negative amount, add a hyphen, e.g., "-1,765")	\$0	\$0	\$
	D. Unrealized net investment gains and losses on endowment funds (if this is a negative amount, add a hyphen, e.g., "-1,765")	\$0	\$721,201	\$
	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  2023 data 2024 data	\$2,002,091	\$2,009,462	\$
	19.1 Total number of 1,103 1,127 major individual donors			
	20. Other Direct Revenue	\$0	\$0	\$
	Line 21. Proceeds from the FCC Spectrum Incentive Auction, interest and dividends earned on these funds, channel sharing revenues, and spectrum leases	\$0	\$0	\$
_	A. Proceeds from sale in spectrum auction	\$0	\$0	\$
	B. Interest and dividends earned on spectrum auction related revenue	\$0	\$0	\$
	C. Payments from spectrum auction speculators	\$0	\$0	\$
	D. Channel sharing and spectrum leases revenues	\$0	\$0	\$
	E. Spectrum repacking funds	\$0	\$0	\$
_	22. Total Revenue (Sum of lines 1 through 12, 13.A, 14.A, and 15 through 21)	\$15,097,824	\$14,237,505	\$
	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	2023 data	2024 data	Revision
	23. Federal revenue from line 1.	\$0	\$0	\$
	24. Public broadcasting revenue from line 2.	\$1,221,905	\$884,569	\$
Var	iance greater than 25%.			
	25. Capital funds exclusion—TV (3.2D, 4.2D, 5.2D, 6.2D, 7.2D, 8.2D, 9.2D, 18A)	\$0	\$0	\$
_	26. Revenue on line 20 not meeting the source, form, purpose, or recipient criteria	\$0	\$0	\$
_	27. Other automatic subtractions from total revenue	\$601,843	\$1,305,476	\$
_	A. Auction expenses – limited to the lesser of lines 13a or 13b	\$0	\$0	\$
	B. Special fundraising event expenses – limited to the lesser of lines 14a or 14b	\$0	\$0	\$
_	C. Gains from sales of property and equipment – line 16a	\$0	\$0	\$

**Status** 

Name

Date

Comment

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Schedule C WUNC-FM (1536) Chapel Hill, NC

		Donor		
4. PROFESSIONAL SERVICES (revist be alimible as NEED	2023 data \$0	Code	2024 data \$0	Revision \$
PROFESSIONAL SERVICES (must be eligible as NFFS)  A Larger	\$0		\$0	\$
A. Legal	\$0		\$0	\$
B. Accounting and/or auditing	\$0		\$0	\$
C. Engineering	\$0		\$0	\$
<ul> <li>D. Other professionals (see specific line item instructi in Guidelines before completing)</li> </ul>	ons			•
2. GENERAL OPERATIONAL SERVICES (must be eligibl NFFS)	e as \$162,201		\$159,178	\$
A. Annual rental value of space (studios, offices, or to facilities)	wer BS \$162,201	BS	\$159,178	\$
B. Annual value of land used for locating a station-ow transmission tower	ned \$0		\$0	\$
C. Station operating expenses	\$0		\$0	\$
D. Other (see specific line item instructions in Guideli before completing)	nes \$0		\$0	\$
OTHER SERVICES (must be eligible as NFFS)	\$0		\$0	\$
A. ITV or educational radio	\$0		\$0	\$
B. State public broadcasting agencies	\$0		\$0	\$
C. Local advertising	\$0		\$0	\$
D. National advertising	\$0		\$0	\$
Total in-kind contributions - services and other assets	\$162,201		\$159,178	\$
eligible as NFFS (sum of lines 1 through 3), forwards to Li 3a. of the Summary of Nonfederal Financial Support	ne			
5. IN-KIND CONTRIBUTIONS INELIGIBLE AS NFFS	\$346,634		\$359,971	\$
A. Compact discs, records, tapes and cassettes	\$0		\$0	\$
B. Exchange transactions	\$0		\$0	\$
C. Federal or public broadcasting sources	\$0		\$0	\$
D. Fundraising related activities	BS \$94,978	BS	\$157,777	\$
E. ITV or educational radio outside the allowable scopapproved activities	pe of \$0		\$0	\$
F. Local productions	\$0		\$0	\$
G. Program supplements	\$0		\$0	\$
H. Programs that are nationally distributed	\$0		\$0	\$
I. Promotional items	\$0		\$0	\$
J. Regional organization allocations of program service	ces \$0		\$0	\$
K. State PB agency allocations other than those allow on line 3(b)	ved \$0		\$0	\$
L. Services that would not need to be purchased if no donated	st BS \$216,362	BS	\$165,553	\$
M. Other	BS \$35,294	BS	\$36,641	\$
Description Amount Revision \$36,641	on \$			

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,				•		
6 Total in-kind cor	ntributions - services and oth	her assets (line 4	2023 data \$508,835	Donor Code	2024 data \$519,1	
plus line 5), forwar	ds to Schedule F, line 1c. Mas recognized as revenue in	lust agree with				
Comments						
Comment	Name	Date		Status		
Schedule D WUNC-FM (1536 Chapel Hill, NC	6)					
			2023 data	Donor Code	2024 data	Revision
1. Land (must be e	eligible as NFFS)		\$		\$	50
2. Building (must b	e eligible as NFFS)		\$		\$	50
3. Equipment (mus	st be eligible as NFFS)		\$		\$	50
4. Vehicle(s) (must	t be eligible as NFFS)		\$		9	50
	(must be eligible as NFFS)		\$		\$	50
as NFFS (sum of I	ntributions - property and eq ines 1 through 5), forwards ederal Financial Support	uipment eligible to Line 3b. of the	\$		\$	50 :
7. IN-KIND CONTI	RIBUTIONS INELIGIBLE AS	S NFFS	\$		\$	50
a) Exchange t	transactions		\$		\$	50
b) Federal or	public broadcasting sources	S	\$		9	50 5
c) TV only—p facilities (land	roperty and equipment that and structures), expansion acquisition of new equipmer	includes new of existing	\$		\$	50 9
d) Other (spec			\$		\$	50
plus line 7), forwar	ntributions - property and eq ds to Schedule F, line 1d. M ns recognized as revenue ir	lust agree with	\$		\$	50
Comments						
Comment	Name	Date		Status		
Schedule E WUNC-FM (1536 Chapel Hill, NC	6)					
EXPENSES (Operating and no	on-operating)					
PRO	OGRAM SERVICES		20	23 data	2024 data	Revision
1. Pı	rogramming and production		\$6,7	39,623	\$7,675,180	\$
	A. Restricted Radio CSG		\$1	83,918	\$187,199	\$
	B. Unrestricted Radio CSG	i	\$5	18,325	\$524,042	\$
	C. Other CPB Funds		\$20	01,703	\$0	\$
	D. All non-CPB Funds		\$5,8	35,677	\$6,963,939	\$
2. Bi	roadcasting and engineering	g	\$2,3	58,796	\$2,690,782	\$
	A. Restricted Radio CSG			\$0	\$0	\$
	B. Unrestricted Radio CSG	i		\$0	\$0	\$

\$0

\$0

\$

C. Other CPB Funds

\$

\$ \$ \$ \$

\$

\$ \$ \$

\$

\$

M	Print Request				
PROGRAM SERVICES	2023 data	2024 data	Revision		
D. All non-CPB Funds	\$2,358,796	\$2,690,782	\$		
3. Program information and promotion	\$0	\$0	\$		
A. Restricted Radio CSG	\$0	\$0	\$		
B. Unrestricted Radio CSG	\$0	\$0	\$		
C. Other CPB Funds	\$0	\$0	\$		
D. All non-CPB Funds	\$0	\$0	\$		
SUPPORT SERVICES	2023 data	2024 data	Revision		
4. Management and general	\$1,942,645	\$2,215,575	\$		
A. Restricted Radio CSG	\$0	\$0	\$		
B. Unrestricted Radio CSG	\$0	\$0	\$		
C. Other CPB Funds	\$0	\$0	\$		
D. All non-CPB Funds	\$1,942,645	\$2,215,575	\$		
5. Fund raising and membership development	\$3,334,584	\$3,524,186	\$		
A. Restricted Radio CSG	\$0	\$0	\$		
B. Unrestricted Radio CSG	\$0	\$0	\$		
C. Other CPB Funds	\$0	\$0	\$		
D. All non-CPB Funds	\$3,334,584	\$3,524,186	\$		
6. Underwriting and grant solicitation	\$0	\$0	\$		
A. Restricted Radio CSG	\$0	\$0	\$		
B. Unrestricted Radio CSG	\$0	\$0	\$		
C. Other CPB Funds	\$0	\$0	\$		
D. All non-CPB Funds	\$0	\$0	\$		
7. Depreciation and amortization (if not allocated to functional categories in lines 1 through 6)	\$0	\$0	\$		
A. Restricted Radio CSG	\$0	\$0	\$		
B. Unrestricted Radio CSG	\$0	\$0	\$		
C. Other CPB Funds	\$0	\$0	\$		
D. All non-CPB Funds	\$0	\$0	\$		
8. Total Expenses (sum of lines 1 to 7) must agree with audited financial statements	\$14,375,648	\$16,105,723	\$		
A. Total Restricted Radio CSG (sum of Lines 1.A, 2.A, 3.A, 4.A, 5.A, 6.A, 7.A)	\$183,918	\$187,199	\$		
B. Total Unrestricted Radio CSG (sum of Lines 1.B, 2.B, 3.B, 4.B, 5.B, 6.B, 7.B)	\$518,325	\$524,042	\$		
C. Total Other CPB Funds (sum of Lines 1.C, 2.C, 3.C, 4.C, 5.C, 6.C, 7.C)	\$201,703	\$0	\$		
D. Total All non-CPB Funds (sum of Lines 1.D, 2.D, 3.D, 4.D, 5.D, 6.D, 7.D)	\$13,471,702	\$15,394,482	\$		

INVESTMENT IN CAPITAL ASSETS
Cost of capital assets purchased or donated

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	2023 data	2024 data	Revision
9. Total capital assets purchased or donated	\$714,617	\$1,082,530	\$
9a. Land and buildings	\$0	\$94,225	\$
9b. Equipment	\$714,617	\$852,166	\$
9c. All other	\$0	\$136,139	\$
10. Total expenses and investment in capital assets (Sum of lines 8 and 9)	\$15,090,265	\$17,188,253	\$

#### **Additional Information**

(Lines 11 + 12 must equal line 8 and Lines 13 + 14 must equal line 9)

	2023 data	2024 data	Revision
11. Total expenses (direct only)	\$13,866,813	\$15,586,574	\$
12. Total expenses (indirect and in-kind)	\$508,835	\$519,149	\$
13. Investment in capital assets (direct only)	\$714,617	\$1,082,530	\$
14. Investment in capital assets (indirect and in-	\$0	\$0	\$

#### Comments

Comment Name Date Status

Schedule F WUNC-FM (1536) Chapel Hill, NC

	2024 data	Revision
1. Data from AFR		
a. Schedule A, Line 22	\$14,237,505	\$0
b. Schedule B, Line 5	\$0	\$0
c. Schedule C, Line 6	\$519,149	\$0
d. Schedule D, Line 8	\$0	\$0
e. Total from AFR	\$14,756,654	\$14,756,654

### **Choose Reporting Model**

You must choose one of the three reporting models in order to complete Schedule F. After making your selection, click the "Choose" button below, which will display your reporting model. When changing to a different reporting model all data entered in the current reporting model will be lost.

FASB GASB Model A proprietary enterprise-fund financial statements with business-type activities only	GASB Model B public broadcasting entity-wide statements with mixed governmental and business-type activities	
	2024 data	Revision
2. FASB		
a. Total support and revenue - without donor restrictions	\$15,003,541	\$15,003,541
b. Total support and revenue - with donor restrictions	\$-246,887	\$-246,887
c. Total support and revenue - other	\$0	\$0
d. Total from AFS, lines 2a-2c	\$14,756,654	\$14,756,654
Reconciliation	2024 data	Revision
3. Difference (line 1 minus line 2)	\$0	\$0
4. If the amount on line 3 is not equal to \$0, click the "Add" button and list the reconciling items.	\$0	\$0

Comments

Comment Name Date Status