

WETS-FM (89.5)

A review of funding sources,
challenges, and opportunities



EAST TENNESSEE STATE
UNIVERSITY

WETS-FM (89.5)

- February 1974 - signed on the air
- 1980 - Became first satellite-connected radio station in the Tri-Cities
- 1987 – Became 24-hour service
- 1994 – Opened translator station in Lenoir, N.C.
- 2000 – Began audio streaming on the Internet
- 2011 – Became first HD radio service in Tri-Cities; we now have 4 HD channels



WETS-FM (89.5)

- Beloved gem of the community.
- Plays an important role in fulfilling our public service mission.
- Our broadcast coverage area is approximately a 100-mile radius from Johnson City.

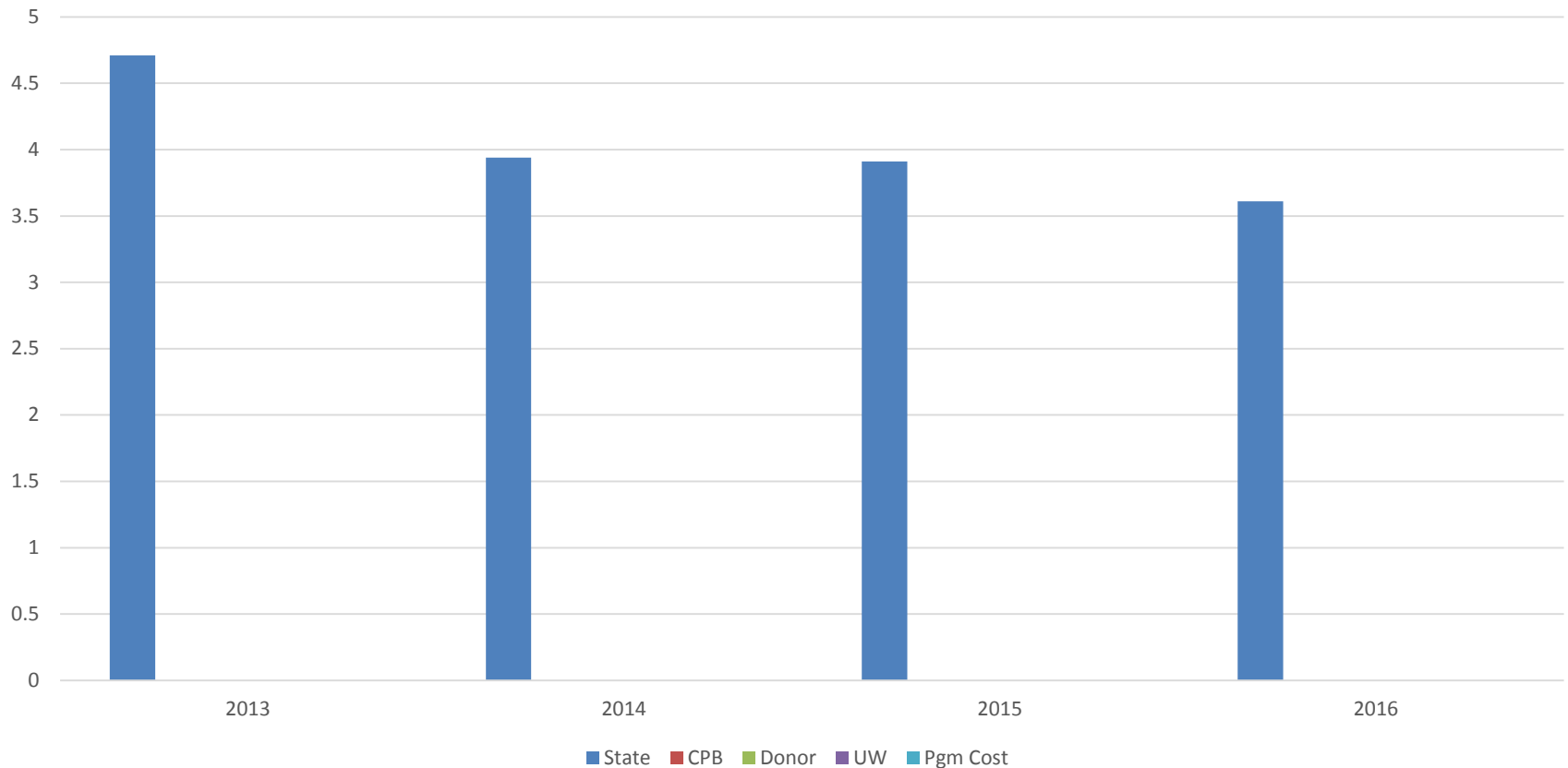


Funding Sources

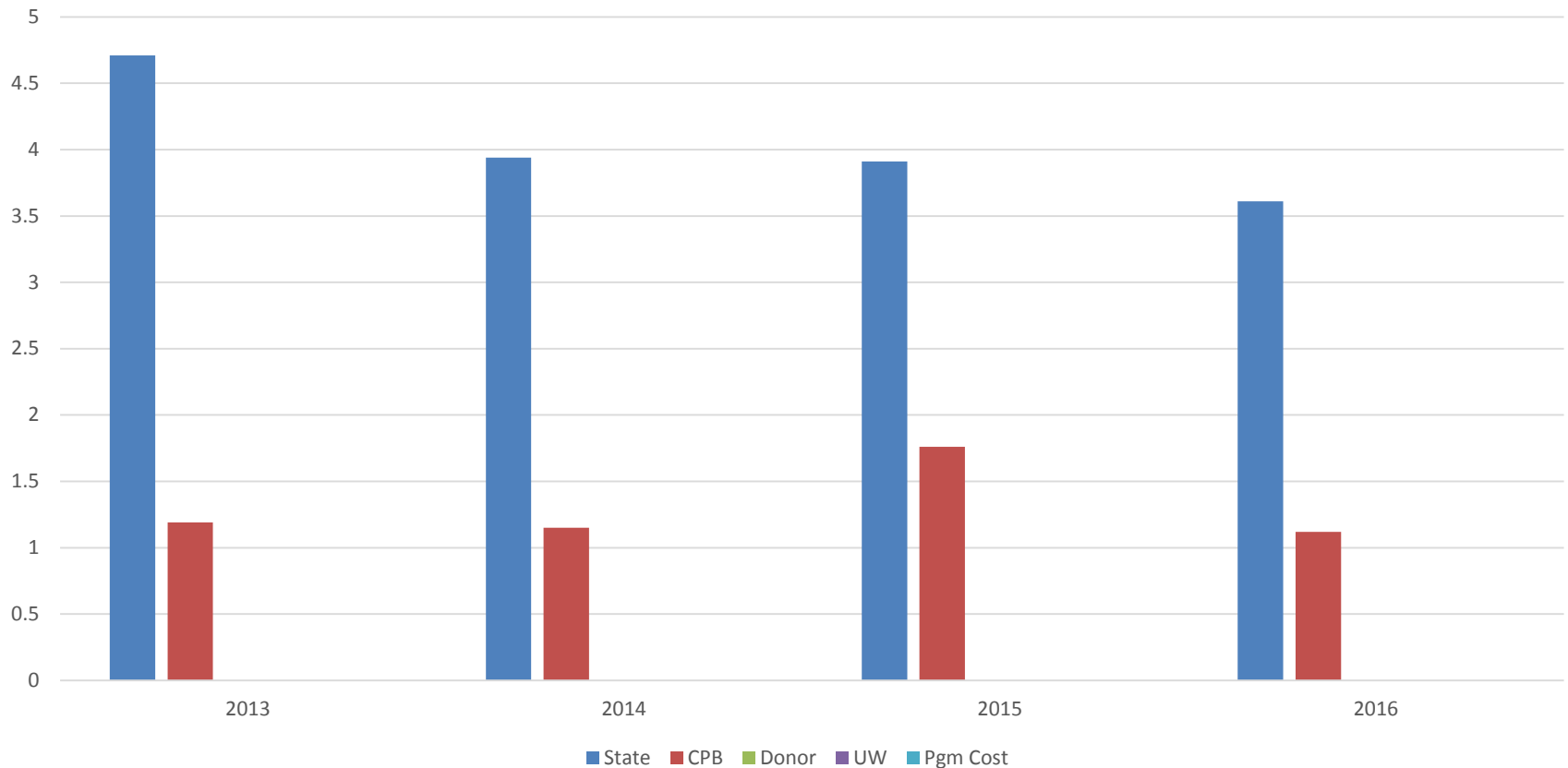
- State Funding
- Corporation for Public Broadcasting (CPB) grant
- Donations, including the Fund Drive
- Underwriting



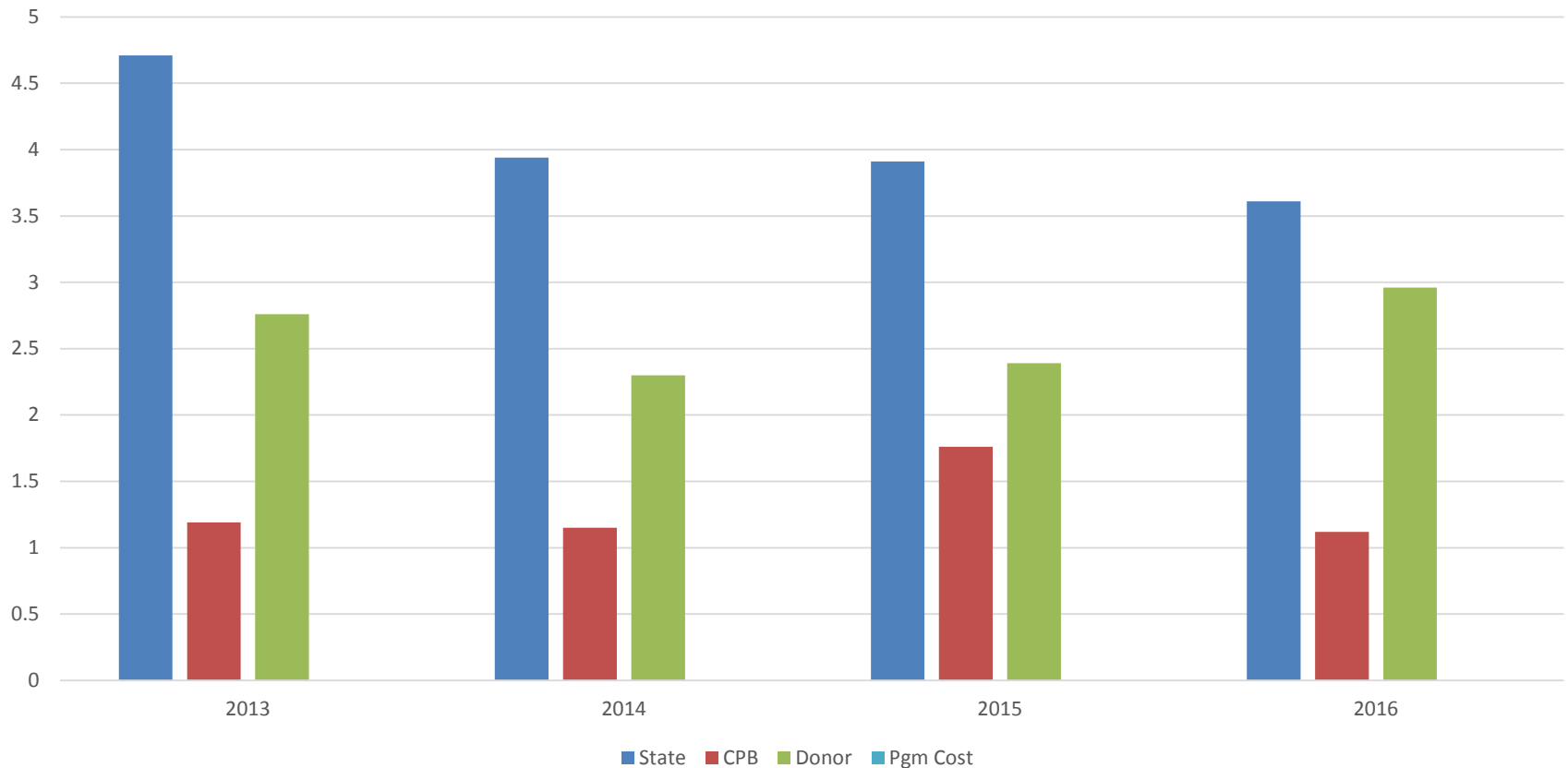
WETS-FM Revenues and Expenditures



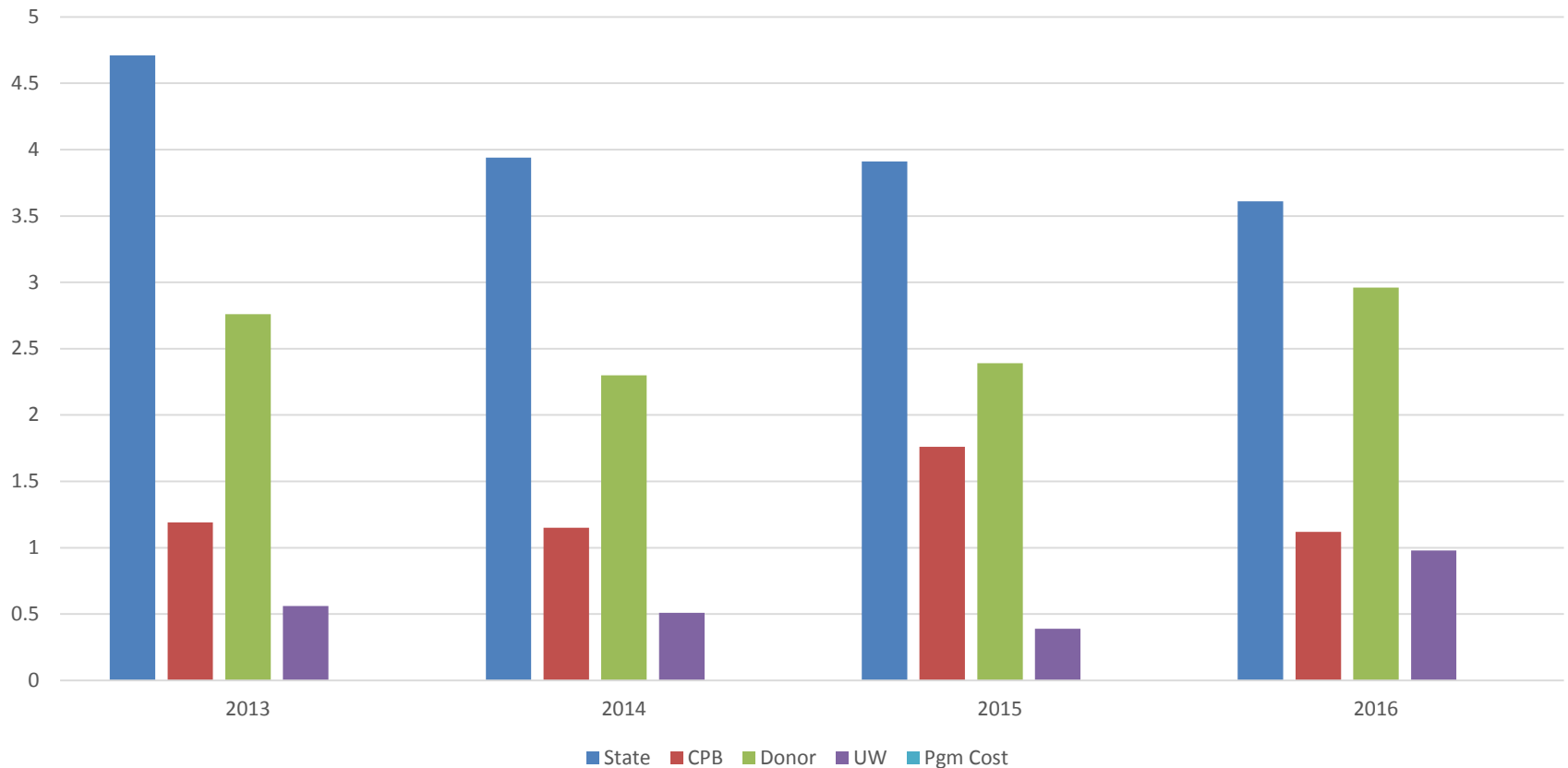
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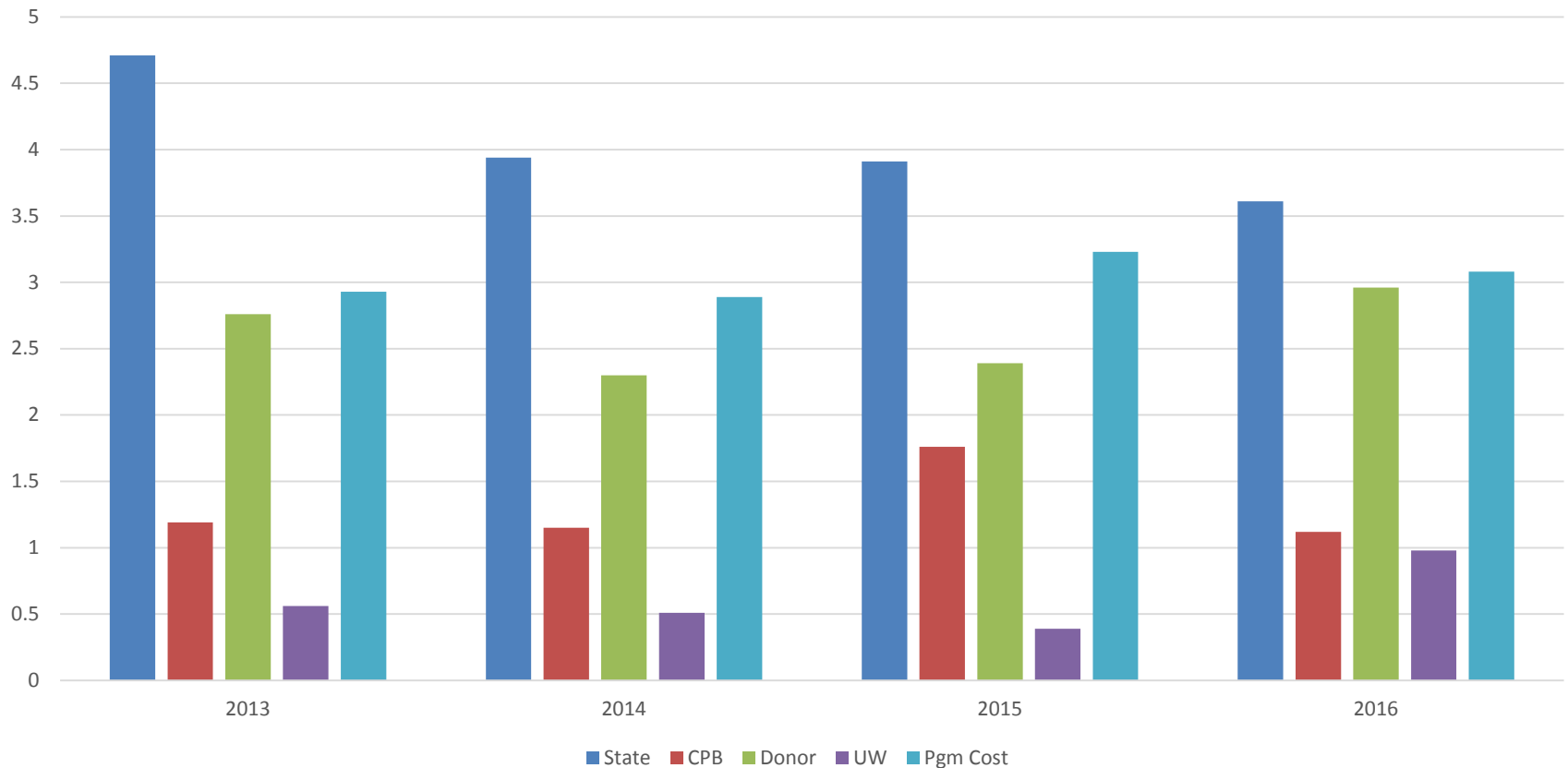
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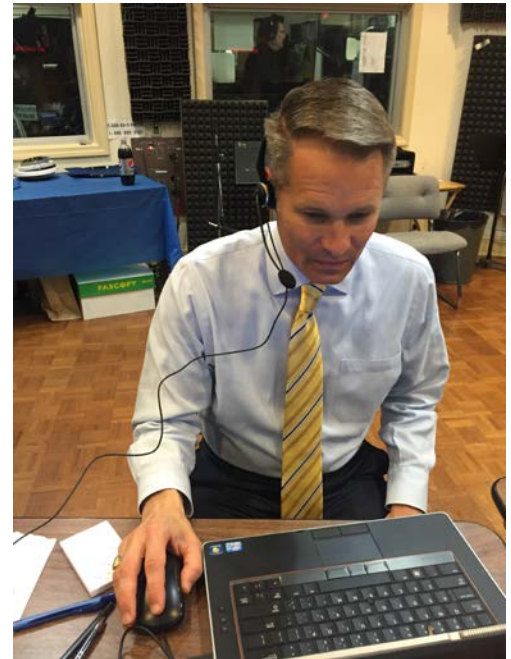
State Revenue

- 2012-13 - \$471,215
- 2013-14 - \$394,535 -76,680 (16.27%)
- 2014-15 - \$391,130 -3,405 (.08%)
- 2015-16 - \$361,660 -29,740 (7.6%)
- 2016-17 - \$349,280 -12,380 (3.4%)
- TOTAL REDUCTION = \$122,205



WETS-FM (89.5) Fund Drive

- 2015-16 total: \$296,394



What does it cost to air a program on WETS-FM?

Morning Edition - \$62,222

All Things Considered -
\$41,307

A Prairie Home Companion -
\$21,006

BBC World Service - \$19,482

Fresh Air - \$13,362

Wait, Wait, Don't Tell Me -
\$10,707

Here and Now - \$10,343

Car Talk - \$9,146

The Diane Rehm Show -
\$1,892

This American Life - \$6,480

Marketplace Money -
\$3,246

The Splendid Table - \$2,725

Mountain Stage - \$2,174



Personnel Considerations

- In 2004, WETS had 9 full-time employees and 3 part-time employees.
- Presently, WETS has 6 full-time employees and 3 part-time employees.
- The Corporation for Public Broadcasting requires a station to have 5 full-time employees to qualify for a Community Service Grant.
- Personnel Costs 2014-15: \$393,847 (salaries); \$154,346 (benefits) - 9 full-time, 3 part-time



Goals/Challenges

- Strengthen our Foundation account
- Prepare for replacement of tower on Holston Mountain. Estimated cost: \$200,000
- Need reserves to support any equipment failure or repair.



Questions

