LETTERS FROM THE GENERAL MANAGER There’s a saying about the importance of timing, which turned out to be true for KUT during our fiscal year 2011-2012 and into 2013. Thanks to the generosity of listeners, businesses, foundations and the support of the College of Communication at the University of Texas, the fiscal year of 2012 will be a benchmark long into the future.

This report provides an overview of some of the activities and achievements made possible because of community investment in KUT – surpassing federal support more than 15 to 1. In short, KUT has emerged as a leading civic and cultural institution in Central Texas and an innovative organization within public media and broadcasting.

The completion of the KUT Public Media Studios has transformed our service and created a daily destination for listeners to directly engage in civic discussions and cultural experiences. In less than a year we hosted more than 5,000 people—a number that likely exceeds the total of visitors to KUT over the previous two decades.

The new studios were quickly followed by the launch of KUTX 98.9 as the Austin Music Experience and the dedication of KUT 90.5 as a daily source of local, national and global news. As a result, KUT and KUTX — combined — reach nearly 600,000 people each month. Put another way: more than a third of the region’s population tunes in to KUT or KUTX.

The impact of KUT and KUTX is being noticed throughout the community and around the world. We’ve hosted visiting journalists and delegations from multiple countries and our news team has been honored with four National Edward R. Murrow awards in three years.

These efforts are fueled by community support and driven by a talented and dedicated staff. We are honored by your support and committed to continuing to earn it.

With appreciation,

Stewart Vanderwilt
Director and General Manager
OUR MISSION
KUT AND KUTX CREATE EXPERIENCES THAT DEEPEN UNDERSTANDING AND CONNECT PEOPLE. WE ARE COMMITTED TO AUTHENTICITY, CRAFT, CONTEXT AND THE UNIQUE POWER OF THE HUMAN VOICE IN ALL ITS FORMS.

OUR VISION
KUT and KUTX are a leading source for knowledge and ideas that enrich and sustain greater Austin’s unique sense of place, cultural identity and position as a center of leadership. KUT and KUTX will inform, inspire and engage while becoming the most trusted source for news, information and the Austin, Texas, music experience.

OPERATING PRINCIPLES: PUBLIC SERVICE COMMITTED
We strive for excellence in the quality and credibility of the programs we acquire and produce, as well as the reliability of our broadcast service. We organize work processes, procedures, resources, and priorities around audience service.

OUTCOME DRIVEN
We approach every task with a clear goal in mind and always ask, “What is the outcome we are looking for?” We recognize that every action, activity and communication produces a result, and we gear our efforts toward the outcome we seek.

PERFORMANCE FOCUSED
We focus on quality performance and optimal efficiency by setting clear expectations, providing needed resources, establishing goals, structuring our work habits, and prioritizing our tasks. Each person is held accountable for their outcomes and is recognized for their achievements.

MISSION AND VISION KUT PUBLIC MEDIA STUDIOS
2012 MARKED A SIGNIFICANT MILESTONE in the history of KUT and public media in Austin. After 40 years of serving Central Texas from a space we outgrew long ago, we moved into the KUT Public Media Studios in the College of Communication’s Belo Center for New Media — which quickly become a daily destination for robust discussion, intimate live music performances and cultural experiences.

This state-of-the-art, two-story, 20,000-square-foot space is the result of a three-year capital campaign, which culminated in a five-day on-air campaign in May 2012. A community-wide effort, the $9.8 million endeavor saw tremendous support from local foundations, businesses, families and individuals.

In November, KUT inaugurated the new space with an opening celebration followed by an open house for the nearly 6,000 people who contributed to the campaign. Our open house weekend activated every aspect of the new facility, including live music performances and recordings. The focal point of the event was the unveiling of the KUT community donor wall, featuring donor names integrated among images from KUT and the Austin experience over the past 50 years.

After less than a year in the space, the KUT Public Media Studios have transformed the way we work, communicate and collaborate, while making our organization visible and accessible to the community we serve. With the emphasis on increased collaboration and community interaction, our new home enables us to deliver on our mission in new and more meaningful ways.
**FORGED IN FLAMES: AN ORAL HISTORY OF THE LABOR DAY WILDFIRES**

On Labor Day weekend 2011, we watched in disbelief as wildfires swept through three separate Central Texas communities. More than 1,600 homes were destroyed, landmarks disappeared and habitats changed. This was one of the biggest local stories in recent memory and behind each tragic statistic there was a human story. Over the course of the following year, the KUT News team built long-term relationships with residents by returning to these communities week after week to conduct in-depth interviews and capture their stories and preserve them for posterity.

The result, “Forged in Flames: An Oral History of the Labor Day Wildfires,” featured first-person accounts of the wildfires — from when the fires were still burning, to long after they were extinguished and residents worked to rebuild their lives. The coverage was organized into an audio oral history and interactive website. The interviews and related records of the project became part of the permanent collection at the university’s Dolph Briscoe Center for American History, to be preserved and made accessible to researchers for a wide range of academic, professional, community and personal uses.

Using the oral histories, KUT News produced a one-hour documentary, which was broadcast on the first anniversary of the fires. During that same week, KUT News hosted a community listening session attended by members of the communities affected by the wildfires.

**WHY BOTHER? ENGAGING TEXANS IN DEMOCRACY TODAY**

Texas has one of the lowest rates of political and civic participation in the nation. KUT News, along with KLBJ-TV, Austin PBS, and the Annette Strauss Institute for Civic Life at The University of Texas, set out to explore this crisis of civic engagement in a series of four community forums and broadcast specials in 2012 and 2013. Each forum examined the impact of changing demographics on civic participation in Central Texas, and focused on how citizens can get their voices heard by the Texas Legislature and what is necessary to get more citizens involved in Austin city government and planning. KUT reporters moderated the forums, which were later broadcast on KUT 90.5 as well as KLBJ-TV. KUT produced a series of news reports prior to such forum to provide context on issues leading up to the events.

**STATEIMPACT TEXAS: POWER, POLICY AND THE PLANET**

In November 2011, KUT became a leading partner with Houston’s KUHF and NPR to pilot “StateImpact Texas,” an ambitious local-national journalism project aimed at reporting on state government actions and their impact on citizens and communities.

During a time when energy and environmental policies and issues are critical to Texas’ future but are often under-reported in the state, KUT’s StateImpact unit produces award-winning, in-depth and investigative reports for broadcast and online audiences. Reports range from hydraulic fracturing to green energy, the drought and its impact on farmers and ranchers, to how energy issues are being addressed in the legislature.

In April 2012, StateImpact Texas launched “Dried Out: Confronting the Texas Drought,” a website chronicling the Texas drought and its impact on business, the economy, the environment and citizens. This site provided the first comprehensive, interactive look at the record drought in Texas and featured: a historical map of the drought; an interactive graph showing how this drought compares to others; photo slideshows of key moments of the drought; an interactive map of the wildfires; and a section examining the state’s water plan for dealing with scarcer water supplies and intensifying droughts.

KUT News received a National Edward R. Murrow award recognizing journalistic excellence for continuing coverage of the drought, which included a StateImpact Texas report on how hunters have fared during the drought.

**Fueled by listener support, KUT News transcends everyday sound bites to bring context to regional and national news through long-term, in-depth, insightful coverage. On Jan. 2, 2013, after more than 50 years of service to Austin, KUT 90.5 became a full-time source for news and information, featuring live programs with deep editorial resources throughout the day.**

**By leveraging partnerships that harness the creative and intellectual resources of our news team, The University of Texas and the Central Texas community, KUT brings Austin to the world.**


A Fire Conditions sign in Bastrop State Park was ripped apart by fire.

**A Fire Conditions sign in Bastrop State Park was ripped apart by fire.**

Reporter Terrence Henry interviews Doug Kling, of Village Farms, a tomato greenhouse in West Texas.
Showcasing the work of Austin musicians — to both local and national audiences — is core to our mission. Take Austin's Amy Cook as one recent example. Amy was one of KUTX's guest DJs in our "My KUTX" series, where local musicians take over the airwaves to host and air a set of their favorite music. Texas Music Matters helped introduce her to a national audience in NPR Music's monthly feature "Heavy Rotation: 5 Songs Public Radio Can't Stop Playing" in January 2013. A few months later we invited Amy to play our annual Seton Shivers Cancer Center benefit, "KUTX Live at the Four Seasons," during SXSW.

When music, which for 50 years shared the airwaves with news and information programming on KUT 90.5, became our 24/7 focus on KUTX 98.9, it not only allowed us to more than double our music offerings, interviews, and local arts-related news and commentary, but it also provided a high-profile platform with which we could promote live performances from our new Studio 1A and the Cactus Cafe. A case in point is the Stage-to-Studio project, where select Cactus Cafe open mic night performers are invited to the KUTX studios to record a song. The recording is produced and posted online, where the public is invited to vote for their favorite song. Each month the winner is promoted as a KUTX Song of the Day, and receives multiple airings on a single day, as well as a presence at KUTX.org.

TEXAS MUSIC MATTERS
Since 2006, "Texas Music Matters" has delivered a weekly one-hour mix of music news, features, profiles, reviews and performances from the heart of one of the most fertile musical scenes in the country. The show may be best known for its rich documentary features, which reach deep into the lives of musicians and the environment that influenced them. The program, executive produced and hosted by David Brown, earned a silver designation in the "Best Regularly Scheduled Music Program" category from the 2013 New York Festivals® Radio Program and Promotion Awards.

Over the past two years, four award-winning documentaries have shared some of the challenges faced by women in Texas music, transported listeners to the flatlands of West Texas and brought to light new approaches for treating Iraq and Afghanistan veterans suffering from post-traumatic stress disorder:

- "West Texas, 1941, The Story of Guy Clark" (Oct. 2011)
- "Unsung: The Stories of Women in Texas Music" (March 2012)
- "The Lost Odessa Tapes" (Aug. 2012)
- "Songwriting with Soldiers" (Nov. 2012)

Texas is one of the most diverse music scenes in the country, from mariachi, to jazz, to hip hop. The Austin Music Map project was made possible thanks to support from the Association of Independents in Radio, Inc. and its Localore project, funded, in part by the Corporation for Public Broadcasting.
Texas Associated Press Broadcasters Awards

1ST PLACE
Best reporter, Mose Burch

1ST PLACE
Investigative report, APD Marijuana Arrest: By the Numbers
(Nathan Bernier)

1ST PLACE
Documentary, Forged in Flames: Oral History of the Labor Day Wildfires (Emily Donahue and KUT News staff)

1ST PLACE
Broadcast series, On Dry Land: Las Lomitas (Andy Uhler and Danny Guerra)

1ST PLACE
General assignment, Advocates Seek Help to Fight Human Trafficking (Joy Diaz)

1ST PLACE
Sports story or series, Austin’s Formula 1 Race Explained (Matt Largey)

1ST PLACE
Continuing coverage, Texas Drought (KUT News staff)

1ST PLACE
Documentary, The Writing on the Wall (Stewart Vanderwilt)

1ST PLACE
Community foundation

1ST PLACE
Texas Associated Press Broadcasters Awards

Eagle-News Southeast Texas Award

1ST PLACE
Best arts or entertainment story, Music Matters

1ST PLACE
Best radio documentary, West Texas 1941: Story of Guy Clark (Ben Philpott)

1ST PLACE
Investigative report, Jailbroken (Mose Buchele)

1ST PLACE
Best radio feature reporting, Bastrop Fire Reflections (Linolee Chen)

1ST PLACE
Best reporter, Matt Largey

1ST PLACE
Best radio story reporting, Bastrop Fire Reflections (Linolee Chen)

1ST PLACE
Best radio program, West Texas 1941: Story of Guy Clark (Ben Philpott)

1ST PLACE
Best public affairs, Rick Perry Immigration Answer (Ben Philpott)

1ST PLACE
Best public affairs, Open Records Costs (Matt Largey)

1ST PLACE
Best radio news story, Wildfire Rebuilding (Emily Donahue and KUT News staff)

1ST PLACE
Best radio personality, Rick Perry (Ben Philpott)

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CACTUS CAFE

Three years into our operation of the Cactus Cafe, we continue to engage new audiences and partners, strengthening the venue’s reputation as one of the best acoustic listening rooms in the country.

Musicians and singer-songwriters continue as mainstays on the stage Wednesday through Saturday nights. We’re always focused on engaging new audiences, and our “Views and Brews” discussion series invites thought leaders from around our community and our university to the stage to discuss a wide range of ideas, whether it’s the history of jazz, sports, popular culture or art in a casual setting.

Here’s just a sampling of recent Views and Brews topics: Creativity and Depression; Benny Goodman and The Art of Intersection; Leonard Cohen: A Life in Art; What Is An American?; College Football; The History of Punk and Metal in Austin; The Life and Legacy of Edith Piaf; Native American Music and The Blues with Jimmie Vaughan and Brannen Temple; The Hidden World of Girlie; Smart Thinking; Speaking with Classical Guitar; Border Music with David Hidalgo and Marc Ribot; and Becoming Tennessee Williams.

Launched in April 2011, the Cactus Artist in Residence Series presented by Lone Star Bock continues to provide a platform for promising local talent — offering unique opportunities for their music to reach new audiences. In addition to a weekly spotlight at the Cactus Cafe, artists-in-residence receive on-air exposure on KUTX 98.9 in the form of the KUTX Song of the Day and the Austin Music Minute. Featured artists have included David Ramirez, Emily Wolfe, “Hello Wheels,” “Wood and Wire,” “Lost and Nameless Orchestra,” Lilly Hiatt, “The Carper Family” and Jack Wilson.

The Cactus Cafe was consistently listed among the top three favorite venues musicians like to play.

*Spring 2013 report by Austin Music Commission

MEMBERSHIP

Member support is the lifeblood of public media. It empowers us to deliver the in-depth, independent, fact-based reporting that helps the community understand and engage complex issues. It’s what allows us to deliver the Austin Music Experience — in the form of 300 in-studio performances a year; the Austin Music Minute and national programs such as “Morning Edition,” “Fresh Air” and “Wait, Wait…Don’t Tell Me.”

With our sights set on lowering fundraising costs, we introduced sustaining membership in 2011. Sustaining members make an automatic contribution to KUT each month, providing a steady, reliable stream of support while eliminating most administrative expenses associated with raising funds, such as paper and postage.

Examples of recent Leadership Circle events include: “StateImpact Texas: Energy and the Environment in Texas,” with NPR’s Ken Rudin and Michael Webber from the Jackson School of Geosciences; “Notes from the Campaign Trail,” featuring Ben Philpott and the Texas Tribune’s Emily Ramshaw; and an evening with NPR’s Steve Inskeep and “The Splendid Table’s” Lynn Rosetto Kasper; and “Perspectives from Pakistan,” with KUT News Director Emily Donahue, who completed a journalism fellowship in Pakistan, and Pakistani journalist Tayyeb Afridi, who spent a month interning in the KUT Newsroom.

KUT relies on more than 400 volunteers to help station events run smoothly

The Chapin Sisters perform on the Cactus stage.

KUT News’ Ben Philpott moderates the “Views and Brews” discussion at the Cactus Cafe.

Stewart Vanderwilt, KUT’s director and general manager, and KUT 2012 Volunteers of the Year Sara and David Pollack.

Leadership Circle: Our 300 Leadership Circle members continue to engage with and support the station at the highest levels. During our semi-annual, on-air membership drives, Leadership Circle members frequently pool their support to create on-air challenges to encourage others to make gifts. Members of this special group also participate in station events, such as receptions and luncheons with KUT, NPR and public radio personalities.

KUT relies on more than 400 volunteers to help station events run smoothly.

KUT VOLUNTEERS OF THE YEAR 2011: Sara and David Pollack
2010: Wayne Clark
2009: Tami Concanon
2008: Carol Foeke
2007: Shelley Nahan
2006: Nan Hampton
2005: Charlotte Boyle
2004: Frank Garza and Katherine Garza
2003: Paul Murray
2002: Ben Cousine and Mary Gordon Spence
2001: Pamela Brown
2000: Howard Pearlman
1999: William “Bill” Williams III

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KUT’s director and general manager, and KUT 2012 Volunteers of the Year Sara and David Pollack.

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Stewart Vanderwilt, KUT’s director and general manager, and KUT 2012 Volunteers of the Year Sara and David Pollack.

KUT relies on more than 400 volunteers to help station events run smoothly.
As a community-focused media organization, we strive to make a positive difference by creating experiences that deepen understanding and connect people through the power of the human voice—whether that’s an inspiring recorded song, a compelling discussion about Texas politics, thousands of people united in song at the Capitol, an interview with a local theater troupe or a profile of a local non-profit asking volunteers. What follows is a snapshot of some of the ways in which we create and strengthen community.

**CONNECTING FANS TO THE MUSIC**

The crown jewel of the KUT Public Media Studios is Studio 1A, a street-level, 72-seat, glass-walled space that welcomes the community to some of our more than 300 in-studio performances each year. In the short time the studio has been open we’ve hosted intimate performances—free to the community—by Austin-based artists, such as The Bright Light Social Hour, John Dee Graham, The Gourds, Hello Wheels, Dave Madden, David Ramirez and Whisky Shivers, and national acts such as Ryan Bingham, Calexico, Kat Edmonson, Iron & Wine, Shovels & Rope, Patti Smith and Allen Toussaint.

While Austin is home to hundreds of music venues and hosts some of the country’s biggest live music events, we strive to connect our audiences to the music in new ways. During the Austin City Limits Music Festival and the SXSW Music Conference, we partner with the Four Seasons to produce “Live at the Four Seasons,” a concert series featuring some of most anticipated artists in town for the festival and conference. These events are open to the public with a small donation, which benefits the Seton Shivers Cancer Center. To date, these events have raised more than $85,000 for the Seton Shivers Cancer Center.

**COMMUNITY IMPACT**

More than 10,000 fans enjoy music in the Cactus Cafe each year.

**CONNECTING CITIZENS TO THE ISSUES**

By bringing together experts around a particular topic, we add a new dimension to our reporting on issues of the day. In addition to the diverse topics explored in our Cactus Cafe “Views and Brews” series, we’ve connected citizens to industry experts in panel discussions, including “Drilling Down, The Fracking Boom and the Texas Legislature.” The KUT Public Media Studios will enable us to host community discussions more frequently.

Austin was at the forefront of three global conversations when the BBC’s “World Have Your Say” broadcasted from the Capital City. One of the broadcasts, originating from the KUT Public Media Studios, included a live audience of nearly 300 Austinites discussing America and the war on terror. All three shows were broadcast live around the world, including the United Kingdom, West African countries and South American countries.

**CONNECTING VOLUNTEERS TO CAUSES**

Our long-running “Get Involved” program focuses attention on community organizations that rely on volunteers to deliver services in Central Texas. In partnership with “I Live Here I Give Here,” we select a local non-profit each month to feature on the air and at KUT.org. Each feature highlights the services of the organization through the personal stories of volunteers.

A sampling of organizations profiled recently includes: AnthroPods Arts, Austin Partners in Education, Dress for Success Austin, People’s Community Clinic, Saint Louise House, Special Olympics Texas, TreePeople and Youth2Seniors, among others.

81% of respondents believe the practices of KUTX radio benefit the health of the local music community.

*Spring 2013 report by Austin Music Commission*
# KUT-Radio Statement of Net Assets

**August 31, 2012 and 2011**

The University of Texas at Austin

## Assets

<table>
<thead>
<tr>
<th>Category</th>
<th>2012</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Current Assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash</td>
<td>90,620,947</td>
<td>90,620,947</td>
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<tr>
<td>Account receivable</td>
<td>437,147</td>
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<tr>
<td>Pledged receivable</td>
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<tr>
<td>Endowment receivable</td>
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<tr>
<td>Contributions receivable</td>
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<td>74,811</td>
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<tr>
<td><strong>Total current assets</strong></td>
<td>91,356,114</td>
<td>91,356,114</td>
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<tr>
<td><strong>Noncurrent Assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Contributions due in future</td>
<td>-</td>
<td>321,497</td>
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<tr>
<td>periods</td>
<td></td>
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<tr>
<td>Furniture and equipment, Net</td>
<td>149,975</td>
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<tr>
<td>Leasehold Improvements, Net</td>
<td>113,156</td>
<td>173,174</td>
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<tr>
<td>Total capital assets (net of accumulated depreciation/obsolescence)</td>
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<tr>
<td><strong>Total noncurrent assets</strong></td>
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<td></td>
</tr>
<tr>
<td><strong>Total assets</strong></td>
<td>1,009,808</td>
<td>1,094,289</td>
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## Liabilities

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<tr>
<th>Category</th>
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<th>2011</th>
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<td><strong>Current Liabilities</strong></td>
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<tr>
<td>Accounts payable</td>
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<td>Capital Campaign Payable</td>
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<tr>
<td>Deferred revenue</td>
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<td>Total current liabilities</td>
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<td>494,316</td>
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<tr>
<td><strong>Total liabilities</strong></td>
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<td>494,316</td>
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<tr>
<td><strong>net assets</strong></td>
<td>1,009,604</td>
<td>1,099,973</td>
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</tbody>
</table>

## Expenses

**Programming and Production** includes producing local news and music programming, production and broadcasting technology and purchasing national programs.

**Listener Services, Fundraising and Development** includes marketing, mailings, events, and research and database technology.

**Services Strategy and Administration** expenses include accounting and purchasing support, cash processing, office supplies.

## Operating Revenues

<table>
<thead>
<tr>
<th>Category</th>
<th>2012</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sales and Services</strong></td>
<td>91,784,715</td>
<td>92,034,939</td>
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<tr>
<td><strong>Memberships and contributions</strong></td>
<td>9,706,575</td>
<td>9,706,575</td>
</tr>
<tr>
<td><strong>Grants</strong></td>
<td>9,656,890</td>
<td>9,656,890</td>
</tr>
<tr>
<td><strong>Total operating revenues</strong></td>
<td>110,148,180</td>
<td>111,408,404</td>
</tr>
</tbody>
</table>

## Operating Expenses

**Programming and production** includes treasury operations.

**Broadcasting** includes treasury operations.

**Cactus Cafe** includes treasury operations.

**Support services** includes treasury operations.

**Management and general** includes treasury operations.

**Underwriting and grant solicitation** includes treasury operations.

**Total operating expenses** includes treasury operations.

## Operating Profit (Loss)

The University of Texas at Austin

## Revenue

**Finances support** includes business and marketing partnerships, the Cactus Cafe and event sponsorships.

**Membership** includes contributions from individuals, Leadership Circle members and Business Circle members, and events.

**General and In-Kind Support** includes contributions from individuals, Leadership Circle members and Business Circle members, and events.

**Events** includes sales from the Corporation for Public Broadcasting, NPR/StateImpact, and the William and Salomé Scanlan Foundation of Austin and San Antonio.