

## CPB's Audience Service Criteria

Audience Service Criteria for FY2007 and how they are calculated are shown below. Grantees in CSG Levels B, C, and D must meet either the Listening Index or the Community Financial Support Index. The indices are tied to a grantee's Coverage Area Population.

Coverage Area Population	Listener Index Goal (LI)	Community Financial Support Goal (CFSI)
> 5 million	13	34
1 - 5 million	16	37
500,000 - 1 million	19	44
< 500,000	24	48

To calculate your Grantee's indices, use the appropriate formula below:

<p><b>Listening Index</b></p> <p>= <math>\frac{\text{Average AQH} * 10,000}{\text{Coverage Area Population (CAP)}}</math></p>	OR	<p><b>Community Financial Support Index</b></p> <p>= <math>\frac{\text{Community Financial Support} * 100}{\text{Coverage Area Population (CAP)}}</math></p>
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Minority Grantees (those meeting at least two of the three tests for a CPB-funded minority grantee) need only meet one half of the applicable index.

**Average AQH** — is the average of the two prior year's Spring Arbitron books (using the Total Survey Area measurement). At a station's request, CPB could also employ any two books, at least six months apart, within the 24 months preceding the grant year.

**Community Financial Support** — includes income from membership and underwriting and is the sum of the following seven lines from Schedule A of the CPB Annual Financial Report filed by grantees:

- #8 — Foundations and Nonprofit Associations
- #9 — Business and Industry
- #10 — Gross Subscription and Membership Revenue
- #11 — Revenue from Friends Groups less any revenue included on line 10
- #13 — Net Auction Revenue
- #14 — Net Revenue from Special Fundraising Activities
- #19 — Gifts and Bequests from Major Donors

Note: Financial Summary Report (FSR) filers should sum lines 6 through 9 of the FSR to calculate their Community Financial Support.

**Meeting the Audience Service Criteria** — Grantees may calculate amounts needed to meet either index by inserting grantee-specific values in the equations below.

<p><b>Listening Index</b></p> <p>Required AQH = <math>\frac{\text{LI Goal} * \text{CAP}}{10,000}</math></p>	<p><b>Community Financial Support Index</b></p> <p>Required CFS = <math>\frac{\text{CFSI Goal} * \text{CAP}}{100}</math></p>
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