

PEOPLE TV, INC.
 2011 BUDGET SUMMARY
 As Of 11/16/2010

Acct		Budget 2010	Projected 2010	2010 Budget Variance	Budget 2011	2009 v. 2010 Budget Variance
Revenues						
400	Contributions	300,000	300,000	-	100,000	200,000
	Fundraising Goals	36,100	340	(35,760)	99,320	(63,220)
402	Contributions In-Kind	-	-	-	-	-
405	Grants Received	32,625	32,350	(275)	11,000	21,625
408	Membership Fees	38,625	17,517	(21,108)	10,000	28,625
410	Workshop Income	21,045	19,110	(1,935)	-	21,045
424	Service Fees	5,250	6,340	1,090	2,575	2,675
430	Dividend Income	-	27	27	-	-
499	Contributions - Other Income	3,250	1,941	(1,309)	-	3,250
	Total Revenues	436,895	377,625	(59,270)	222,895	214,000
Salaries, Wages & Benefits						
500	Salaries and Wages	252,972	254,792	(1,820)	144,200	108,772
501	Bonus	-	-	-	-	-
505	Insurance - Hlth/Life/STD	13,858	13,062	796	-	13,858
510	Taxes: OASDI	15,180	17,902	(2,722)	8,652	6,528
512	Taxes: SUI	1,200	1,098	102	2,884	(1,684)
515	Taxes: FICA	2,530	4,186	(1,656)	1,464	1,066
	Total Salaries	285,740	291,039	(5,299)	157,200	128,540
Building, Rent & Maintenance						
550	Building Rent/Lease	44,396	43,961	435	(0)	44,396
555	Building Maintenance	2,454	2,790	(336)	1,464	990
556	Pest Control	216	210	6	216	-
560	Utilities	26,812	25,747	1,065	25,000	1,812
570	Janitorial Services	7,000	6,600	400	3,900	3,100
580	Security Services	252	501	(249)	252	-
585	Telephone/Internet/Cable	5,760	6,316	(556)	4,920	840
590	Trash Removal	684	820	(136)	432	252
	Total Building	87,574	86,945	629	36,184	51,390
General & Administrative						
600	General & Administrative	750	200	550	100	650
610	Accounting - General	9,700	2,232	7,468	8,404	1,296
615	Accounting - Payroll	-	-	-	-	-
617	Professional Fees	-	-	-	-	-
620	Bank Charges	500	1,688	(1,188)	1,000	(500)
622	Charity	-	-	-	-	-
625	Computers/Hardware	1,950	1,372	578	1,065	885
645	Contractual Services	17,150	20,548	(3,398)	1,850	15,300
646	Fundraising Expenses	2,500	125	2,375	-	2,500
655	Depreciation	59,100	59,929	(829)	60,527	(1,427)
660	Staff Development	-	160	(160)	-	-
665	Entertainment	-	324	(324)	-	-
666	Gifts/Awards	-	80	(80)	-	-
670	Recruiting	-	-	-	-	-
675	Equipment Leased	5,020	10,884	(5,864)	-	5,020
677	Special Events	-	900	(900)	-	-
680	Insurance - Liability	8,180	6,083	2,097	3,975	4,205
691	Interest / Late Fees	-	-	-	-	-
695	Legal Fees	-	829	(829)	-	-
696	Corporation Fees	40	40	-	40	-
700	Memberships/Dues	-	250	(250)	350	(350)
705	Subscriptions	-	-	-	-	-
710	Equipment Maintenance	2,000	713	1,287	500	1,500
715	Supplies	3,300	2,382	918	1,295	2,005

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			Variance	Budget 2011	Budget Variance	Budget Variance
720 Postage/Courier	500	307	193	125		375
730 Printing	500	322	178	-		500
740 Production Supplies	4,000	7,608	(3,608)	3,300		700
741 Production Tapes	-	2,419	(2,419)	-		-
742 Program Services	6,348	6,365	(17)	6,365		(17)
755 Marketing	-	31	(31)	-		-
780 Travel	-	217	(217)	-		-
785 Property Tax	400	(752)	1,152	-		400
790 Vehicle Expenses	-	-	-	-		-
791 Transportation - Local	650	798	(148)	275		375
792 Web Design	-	-	-	500		(500)
793 Web Hosting	8	-	8	367		(359)
795 Educational Services	-	-	-	-		-
Total Expenses	<u>122,596</u>	<u>126,055</u>	<u>(3,459)</u>	<u>90,038</u>		<u>32,558</u>
Subtotal of Expenses	<u>495,910</u>	<u>504,039</u>	<u>(8,129)</u>	<u>283,422</u>		<u>212,488</u>
Net Funds	<u>(59,015)</u>	<u>(126,414)</u>	<u>67,399</u>	<u>(60,527)</u>		
Less Amortization/Depreciation	(59,100)	(59,929)		(60,527)		
Net Funds (CASH)	<u>85</u>	<u>(66,485) *</u>		<u>(0) *</u>		

* 2010 cash reserves will offset a portion of the negative cashflow if the 2011 fundraising goals are met.

PEOPLE TV
2011 BUDGET

NARRATIVES

Acct No.		
REVENUES		
400	CONTRIBUTIONS Franchise payment from Comcast - \$100,000. Contributions from fundraising and donations - \$99,320.	\$ 199,320
402	CONTRIBUTIONS IN-KIND (Non-Cash Item) \$0 is projected.	\$ -
405	GRANTS RECEIVED We project the following grants for 2011. Fulton County Human Services (FRESH Grant) (FUEL Media) = \$5,000.00 Fulton County Arts Council = \$5,500 Time Warner (Volunteer Grant) = \$500.00	\$ 11,000
408	MEMBERSHIP FEES Membership fees for producers and non-profits.	\$ 10,000
410	WORKSHOP INCOME \$0 is projected.	\$ -
424	SERVICE FEES Income from fees for the following People TV Services - Tape/DVD Sales, Tape/DVD Duplication & Community Development Duplication offered to Non-Profits.	\$ 2,575
430	DIVIDEND INCOME Minimal dividends expected for 2011. \$0 budgeted.	\$ -
499	OTHER INCOME \$0 is projected.	\$ -
SALARIES, WAGES & BENEFITS		
500	SALARIES 3.5 Full Time & 2 Part Time staff for 2011. Staff has been cut by 21% due to lost in funding for 2011. <u>Departmental Salaries</u> General & Administrative \$98,600 Production/Programming \$38,600 Community Development \$7,000	\$ 144,200
501	BONUS \$0 budgeted.	\$ -
505	INSURANCE - HLTH/LIFE/STD \$0 budgeted. Health insurance benefit cancelled 12/31/10	\$ -
510	PAYROLL TAXES - OASDI Payroll Federal, Social Security and Disability Insurance Withholding.	\$ 8,652

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NARRATIVES

Acct No.			
512	PAYROLL TAXES - SUI		\$ 2,884
	Payroll State Unemployment Withholding.		
515	PAYROLL TAXES - FICA		\$ 1,464
	Payroll Medicare Withholding.		
BUILDING, RENT & MAINTENANCE			
550	BUILDING RENT		\$ (0)
	2011 rent paid in advance in 2010. \$0 budgeted.		
555	BUILDING MAINTENANCE		\$ 1,464
	Plumbing repairs, Lock rekeys, key copies & Heating and Air maintenance (1 yr contract).		
556	PEST CONTROL		\$ 216
	Quarterly service provided by Terminex.		
560	UTILITIES		\$ 25,000
	Projected - Electric Service - \$21,791 / Gas Service - \$1,924 / Water Service - \$1,285		
570	JANITORIAL SERVICES		\$ 3,900
	Cleaning service provided by A Better Cleaning Service. \$550/mth for 3 day a week cleaning.		
580	SECURITY SERVICES		\$ 252
	Current Monitoring through CheckPoint Security \$21/mth.		
585	TELEPHONE/INTERNET/CABLE		\$ 4,920
	Charges for 3 local phone lines (including tax, long distance and bundle internet acct) - \$2,880. Additional internet service through Comcast Cable - \$1,320. Phone maintenance contract at - \$720. Cable fees waived through Comcast Cable - \$0.		
590	TRASH REMOVAL		\$ 432
	Service for 2' trash dumpster. Service is bi-weekly.		
GENERAL & ADMINISTRATIVE			
600	GENERAL & ADMINISTRATIVE		\$ 100
	Staff relations & retreats; Board meetings & retreats; Staff birthday celebrations; Holiday Celebrations; Tape costs to record board meetings.		
610	ACCOUNTING - GENERAL		\$ 8,404
	General accounting services for annual audit review and tax returns prepared by CPA - \$6,700. Payroll services - \$1,704.		
617	PROFESSIONAL FEES		\$ -
	\$0 budgeted.		
620	BANK CHARGES		\$ 1,000
	Annual bank fees, Insufficient check fees, Stop payment fee, Late charges, Paypal Fees, Merchant services and any other bank fees.		
625	COMPUTER MAINTENANCE/HARDWARE		\$ 1,065

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NARRATIVES

Acct No.		
	Computer hardware, software, licensing and software support agreement for "Facil". This includes license renewals. IT maintenance TBD.	
645	CONTRACTUAL SERVICES Grant stipends for FUEL Media Youth Instructor	\$ 1,850
646	FUNDRAISING EXPENSE \$0 budgeted.	\$ -
655	DEPRECIATION (Non-Cash Item) Monthly P&E Depreciation Expense based off 2009 equipment acquisitions.	\$ 60,527
660	STAFF EDUCATION/TRAINING \$0 budgeted.	\$ -
665	ENTERTAINMENT \$0 budgeted.	\$ -
666	GIFTS/AWARDS \$0 budgeted.	\$ -
670	RECRUITING \$0 budgeted.	\$ -
675	EQUIPMENT LEASED \$0 budgeted. Copier lease was brought out so we know own our copier. Our postage meter leased in June 2010.	\$ -
677	SPECIAL EVENTS \$0 budgeted.	\$ -
680	INSURANCE - LIABILITY Liability Insurance Policies - General Liability, Director's Liability, Dishonesty Bond, Worker's Comp, Equipment/Property Insurance.	\$ 3,975
691	INTEREST / LATE CHARGES \$0 budgeted.	\$ -
695	LEGAL FEES \$0 budgeted.	\$ -
696	CORPORATION FEES Annual Corporation Registration Fees.	\$ 40
700	MEMBERSHIP/DUES Georgia Center for Non Profits & Alliance for Community Media	\$ 350
705	SUBSCRIPTIONS \$0 budgeted.	\$ -
710	EQUIPMENT MAINTENANCE	\$ 500

Acct No.		
	Broadcast Equipment repair and maintenance provided by CTG.	
715	SUPPLIES General Office, Break Room, Janitorial Supplies.	\$ 1,295
720	POSTAGE/COURIER Postage for Pitney Bowes Meter; Federal Express Charges; Courier Charges and supplies for postage meter.	\$ 125
730	PRINTING \$0 budgeted.	\$ -
740	PRODUCTION SUPPLIES Supplies/Equipment for Production & Programming.	\$ 3,300
742	PROGRAM SERVICES TVTN Bulletin Board & Democracy Now programming fee.	\$ 6,365
755	MARKETING \$0 budgeted.	\$ -
760	PUBLIC RELATION \$0 budgeted.	\$ -
780	TRAVEL \$0 budgeted.	\$ -
785	PROPERTY TAXES \$0 budgeted.	\$ -
790	VEHICLE EXPENSE \$0 budgeted.	\$ -
791	TRANSPORTATION - LOCAL Expenses for local Business Travel - Parking, Tolls, etc.	\$ 275
792	WEB DESIGN Website design and updating	\$ 500
793	WEB HOSTING Web Hosting - Exp 2011 - \$288 Budgeted; Email Hosting - Exp 2011 - \$69 Budgeted; Domain Name Registration - \$10 Budgeted.	\$ 367
795	EDUCATIONAL SERVICES \$0 budgeted.	\$ -