



2012 ECONOMIC CENSUS

Broadcasting Services

FORM
IN-51501 (11-16-2011)

OMB No. 0607-0934: Approval Expires 12/31/2013

DUE DATE
FEBRUARY 12, 2013

(Please correct any errors in this mailing address.)

Need help or have questions?

- **Read** the accompanying information sheet(s) before answering the questions.
- **Visit** econhelp.census.gov
- **Call** 1-800-233-6136, between 8:00 a.m. and 6:00 p.m., Eastern time, Monday through Friday.

IN-51501

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Report Online - It's fast and secure!
Go to: econhelp.census.gov

- **OR** -

Mail your completed form to:

U.S. CENSUS BUREAU
1201 East 10th Street
Jeffersonville, IN 47134-0001

YOUR RESPONSE IS REQUIRED BY LAW. Title 13, United States Code, requires businesses and other organizations that receive this questionnaire to answer the questions and return the report to the U.S. Census Bureau. By the same law, **YOUR CENSUS REPORT IS CONFIDENTIAL.** It may be seen only by persons sworn to uphold the confidentiality of Census Bureau information and may be used only for statistical purposes. Further, copies retained in respondents' files are immune from legal process.

- Use blue or black ballpoint pen.
- Do not use pencil or felt-tip pen.
- Do not put slashes through 0 or 7.
- Please center numbers in their respective boxes.
- Place an "X" inside the box.

Examples:

0 1 2 3 4 5 6 7 8 9

The reporting unit for this form is an establishment. An **establishment** is generally a single physical location where business is conducted or where services or industrial operations are performed. For further clarification, see information sheet(s).

1 EMPLOYER IDENTIFICATION NUMBER

Is the Employer Identification Number (EIN) shown to the left of the mailing address the same as the one used for this establishment on its latest 2012 Internal Revenue Service Form 941, Employer's Quarterly Federal Tax Return?

0021 Yes - Go to **2** 0022 No - Enter current EIN (9 digits) → 0025

--	--	--	--	--	--	--	--	--	--	--	--

2 PHYSICAL LOCATION

A. Is this establishment's physical location the same as shown in the mailing address? (P.O. Box and rural route addresses are not physical locations.)

0031 Yes - Go to line B

0032 No - Enter physical location →

0035 Number and street											
0036 City, town, village, etc.						0037 State			0038 ZIP Code		

CONTINUE WITH **2** ON PAGE 2

51501013



2 PHYSICAL LOCATION - Continued

B. Is this establishment physically located inside the legal boundaries of the city, town, village, etc.? (Mark "X" only ONE box.)

- 0041 Yes
- 0042 No
- 0043 No legal boundaries
- 0044 Do not know

C. In what type of municipality is this establishment physically located? (Mark "X" only ONE box.)

- 0046 City, village, or borough
- 0047 Town or township
- 0048 Other
- 0024 Do not know

3 OPERATIONAL STATUS

Which ONE of the following best describes this establishment's operational status at the end of 2012? (Mark "X" only ONE box.)

- 0011 In operation
- 0013 Temporarily or seasonally inactive
- 0014 Ceased operation - Give date at right →
- 0015 Sold or leased to another corporation - Give date at right AND enter name and address of new owner or operator and Employer Identification Number (EIN) below ↴

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Month	Day	Year
<input style="width: 20px; height: 20px;" type="text"/> <input style="width: 20px; height: 20px;" type="text"/>	<input style="width: 20px; height: 20px;" type="text"/> <input style="width: 20px; height: 20px;" type="text"/>	<input style="width: 20px; height: 20px;" type="text"/>

0060 Name of new owner or operator	0061 EIN (9 digits)
	<input style="width: 20px; height: 20px;" type="text"/> <input style="width: 20px; height: 20px;" type="text"/> - <input style="width: 20px; height: 20px;" type="text"/>

0062 Mailing address (Number and street, P.O. Box, etc.)

0063 City, town, village, etc.	0064 State	0065 ZIP Code
	<input style="width: 20px; height: 20px;" type="text"/>	<input style="width: 20px; height: 20px;" type="text"/> - <input style="width: 20px; height: 20px;" type="text"/>

0016 Other - Specify →

4 MONTHS IN OPERATION

Number of months in operation during 2012 (If none, mark "X" and go to 30.) 0002

	2012
	Number
<input type="checkbox"/>	<input style="width: 20px; height: 20px;" type="text"/> <input style="width: 20px; height: 20px;" type="text"/>

51501021



If not shown, please enter your 11-digit Census File Number (CFN) from the mailing address.

HOW TO REPORT DOLLAR FIGURES

Dollar figures should be **rounded to thousands** of dollars.

If a figure is **\$2,035,628.79**:

Report →

If a value is "0" (or less than \$500.00):

Report →

Mark "X" if None

2012		
\$ Bil.	Mil.	Thou.
	2	036
EXAMPLE		

5 SALES, SHIPMENTS, RECEIPTS, OR REVENUE

Report operating receipts of this establishment

- Network and broadcast stations should include advertising sales net of commissions paid to agency representatives and brokers.
- Public broadcast stations should include contributions, gifts, and grants.

Operating receipts 0100

Mark "X" if None

2012		
\$ Bil.	Mil.	Thou.

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6 Not Applicable.

7 EMPLOYMENT AND PAYROLL

Include:

- Full- and part-time employees working at this establishment whose payroll was reported on Internal Revenue Service Form 941, Employer's Quarterly Federal Tax Return, and filed under the Employer Identification Number (EIN) shown to the left of the mailing address or corrected in **7**.

Exclude:

- Temporary staffing obtained from a staffing service.
- Contractors, subcontractors, or independent contractors.
- Full- or part-time leased employees whose payroll was filed under an employee leasing company's EIN.
- Purchased or managed services, such as janitorial, guard, or landscape services.
- Professional or technical services purchased from another firm, such as software consulting, computer programming, engineering, or accounting services.

For further clarification, see information sheet(s).

A. Number of employees for pay period including March 12 0320

Mark "X" if None

2012	
Number	

B. Payroll before deductions
(Exclude employer's cost for fringe benefits.)

Mark "X" if None

2012		
\$ Bil.	Mil.	Thou.

1. Annual payroll 0300

2. First quarter payroll (January-March 2012) 0310

8-18 Not Applicable.

19 KIND OF BUSINESS OR ACTIVITY

Which **ONE** of the following best describes this establishment's principal kind of business or activity in 2012? If none of the provided selections seem appropriate, provide a specific description of the primary business activity.

Mark "X" only ONE box.

Radio broadcasting

- 0700 515 112 00 3 Public radio broadcast station
- 515 112 00 2 Independent radio station
- 515 111 00 2 Radio network
- 515 112 00 1 Radio network affiliated station

CONTINUE WITH **19** ON PAGE 4

CONTINUE ON PAGE 4

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19 KIND OF BUSINESS OR ACTIVITY - Continued

Radio broadcasting - Continued

- 0700 515 111 00 4 Radio program syndication
- 515 111 00 3 Direct broadcast satellite music services

Television broadcasting

- 515 120 00 4 Television network affiliated station
- 515 120 00 3 Television network, excluding cable programming network
- 515 210 00 4 Cable television network
- 515 120 00 5 Independent television station
- 515 120 00 6 Public television broadcast station
- 515 210 00 5 Public access television program
- 517 110 20 1 Cable television distribution systems
- 777 515 00 1 Advertising sales office of broadcasting company - Describe type of broadcasting ↴

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Other kind of business or activity

- 512 110 00 7 Producing taped television program material, including commercials
- 541 840 10 1 Radio and television advertising representative
- 512 290 20 1 Producer of taped radio programs
- 512 110 00 6 Producing and distributing television programs to affiliates
- 517 410 00 3 Satellite telecommunication service carriers, including resellers
- 512 120 00 7 Film and/or video distributor for television
- 773 000 00 1 Other kind of business or activity - Describe ↴

0701

20 and 21 Not Applicable.

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If not shown, please enter your 11-digit Census File Number (CFN) from the mailing address.

HOW TO REPORT PERCENTS

Percents should be **rounded to whole** percents.

If figure is **38.76%** of total sales: **Report** →

2012

Report thousands of dollars OR whole percents.

Estimates are acceptable.

\$ Bil.	Mil.	Thou.	Percent
			39

22 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE

(Report receipts by source either as a dollar figure or as a whole percent of total receipts (reported in **5**). See **HOW TO REPORT DOLLAR FIGURES** on page 3 and **HOW TO REPORT PERCENTS** above. Do not combine data for two or more receipts lines.)

Line 1a(1) and line 2a(1) - Report receipts from network compensation, which includes payments received, for allowing networks the use of air time for national advertisements.

Line 1a(2), line 1a(3), line 2a(2), and line 2a(3) - Report receipts from advertising on radio or television that includes the provision of air time on radio or television for the broadcasting of advertising or sponsorship messages. Include trade-outs, barter, and political advertising revenue. Exclude commissions paid to agency representatives and brokers.

Line 1a(4) and line 2a(4) - Report receipts from providing radio or television air time for broadcasting program content, live or recorded, on radio or television stations and networks and cable and other subscription radio or television program systems. Include local, regional, or national air time for news, financial, religious, educational, community information programs, etc. Exclude commercials and other advertising.

Line 1b and line 2b - Report receipts from the provision of radio or television broadcasts, generally without the insertion of advertising messages, for the benefit of the public at large.

Line 1c and line 2c - Report receipts from granting permission to broadcast (in whole or in part) a copyrighted radio or television program owned or controlled by this establishment. Include the right to broadcast for an agreed period of time, manner, and place, such as in another format, medium, language, or territory.

Line 1d and line 2d - Report receipts from granting permission to broadcast specialty audio or television programming (usually an entire channel), protected by copyright owned or controlled by this establishment. Examples include licenses granted to programming distributors, such as cable, direct-to-home satellite (DTH), and multipoint distribution service (MDS) operators. Include the right to broadcast specialty musical programs by building operators (shopping malls, office buildings, etc.) and movies in hotels, etc. Include the right to broadcast for an agreed period of time, manner, and place, such as in another format, medium, language, or territory.

Line 1e - Report receipts from providing preproduction, production, and postproduction services (whether separate or in combination) for third-party radio programs (including commercials) on a contract or fee basis. Include services such as sound recording, sound editing and mastering, music track insertion and master reproduction, whether provided separately or in combination.

Line 3 - Report receipts from providing services for other producers on all phases of preproduction and production. This work is contracted or subcontracted by the production house on a contract or fee basis, usually for films and TV shows. Include receipts from providing computerized and electronic image and sound processing services in audiovisual works (film, video, digital media, etc.).

Line 5 - Report receipts from the provision of space of electronic advertising over the Internet.

Description of sales, shipments, receipts, or revenue

2012

Report thousands of dollars OR whole percents.

Estimates are acceptable.

	\$ Bil.	Mil.	Thou.	Percent
1. Radio broadcasting				
a. Air time - Radio				
(1) Network compensation 35711				
(2) National and regional advertising (net) 35712				
(3) Local advertising (net) 35713				

CONTINUE WITH **22** ON PAGE 6

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22 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	2012			
	Report thousands of dollars OR whole percents. Estimates are acceptable.			
	\$ Bil.	Mil.	Thou.	Percent
1. Radio broadcasting - Continued				
a. Air time - Radio - Continued				
(4) Programs 35714				
(5) Add lines 1a(1) through 1a(4) 35710				
b. Public and non-commercial programming services - Radio <i>(Include contributions, gifts, and grants.)</i> 35720				
c. Licensing of rights to broadcast radio programs (radio <i>program rights.)</i> 35730				
d. Licensing of rights to distribute specialty audio <i>programming content</i> 35740				
e. Production services - Radio (Include preproduction, <i>production, and postproduction.)</i> 35750				
2. Television broadcasting and cable networks				
a. Air time - Television or cable				
(1) Network compensation 35771				
(2) National and regional advertising (net) 35772				
(3) Local advertising (net) 35773				
(4) Programs 35774				
(5) Add lines 2a(1) through 2a(4) 35770				
b. Public and non-commercial programming services - <i>Television or cable (Include contributions, gifts, and</i> <i>grants.)</i> 35780				
c. Licensing of rights to broadcast television programs <i>(Television program rights.)</i> 35790				
d. Licensing of rights to distribute specialty programming <i>content</i> 35800				
3. Production services - Television or cable 35810				
4. Repair and maintenance of communications equipment, <i>including broadcasting system equipment</i> 35820				
5. Sale of online advertising space 36050				

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22 DETAIL OF SALES, SHIPMENTS, RECEIPTS, OR REVENUE - Continued

Description of sales, shipments, receipts, or revenue	2012			
	Report thousands of dollars OR whole percents. Estimates are acceptable.			
	\$ Bil.	Mil.	Thou.	Percent
6. Resale of merchandise 39614				
7. All other receipts - Describe if more than 10 percent of total receipts \nearrow 39713				
8. TOTAL RECEIPTS - Sum of lines should equal (5) if reporting in dollars 39850				100

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23 and **24** Not Applicable.

25 EXPORTS OF GOODS AND SERVICES

NOTE - An export is a tangible or intangible product (e.g., good, license agreement, reproduction right, service) that is sold or transferred to a customer or client (individual, government, business establishment, etc.) located **outside** the United States (i.e., outside the 50 States, District of Columbia, U.S. Commonwealth Territories, or U.S. possessions). Include products transferred to, sold to, or services performed for unaffiliated and affiliated foreign firms (e.g., foreign parent firms, subsidiaries, branches). Exclude products provided to domestic subsidiaries of foreign firms.

A. Did the receipts or revenue (reported in **5**) include any amounts for exported goods or services?

0911 Yes - Go to line B

0912 No - Go to **26**

2012		
\$ Bil.	Mil.	Thou.

B. Amount of receipts or revenue for exported goods or services 0914

26 SPECIAL INQUIRIES

A. NEW CONSTRUCTION, INCLUDING RENOVATION

1. Was this establishment involved in new construction or renovation of buildings, structures, or communication lines during 2012?

0991 Yes - Go to line 2

0992 No - Go to **B**

2. Capital expenditures for new construction, including renovation (Include labor and materials. Exclude land and the value of production machinery and equipment not an integral part of a structure.) 0900

2012		
\$ Bil.	Mil.	Thou.

3. Percentage of the capital expenditures reported in line 2 that represented work done by your own employees as opposed to work done by contractors or other hired labor 0901

Mark "X" if None	2012	
	Percent	
<input type="checkbox"/>		%

CONTINUE WITH **26** ON PAGE 8

51501070

26 SPECIAL INQUIRIES - Continued

B. MAINTENANCE AND REPAIR

1. Was this establishment involved in maintenance and repair of buildings, structures, or communication lines owned by your enterprise during 2012?
(Report "No" if expenses were limited to activities, such as janitorial services, cleaning, lawn maintenance, etc.)

0916 Yes - Go to line 2

0917 No - Go to **30**

2. Expenses for maintenance and repairs *(Exclude expenses for such activities as janitorial services, cleaning, lawn maintenance, etc.)* . . . 0918

2012		
\$ Bil.	Mil.	Thou.
<input type="text"/>	<input type="text"/>	<input type="text"/>

3. Percentage of the expenses for maintenance and repairs reported in line 2 that represented work done by your own employees as opposed to work done by contractors or other hired labor 0919

2012	
Percent	%
<input type="text"/>	<input type="text"/>

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27-29 Not Applicable.

REMARKS *(Please use this space for any explanations that may be essential in understanding your reported data.)*

30 CERTIFICATION - This report is substantially accurate and was prepared in accordance with the instructions.

Is the time period covered by this report a calendar year?

Yes No - Enter time period covered →

FROM	Month	Year	TO	Month	Year
	<input type="text"/>	<input type="text"/>		<input type="text"/>	<input type="text"/>

Name of person to contact regarding this report

Title

Telephone: Area code - - Number - Extension

Fax: Area code - - Number

E-mail address

Date completed: Month Day Year

Thank you for completing your 2012 ECONOMIC CENSUS form.
PLEASE PHOTOCOPY THIS FORM FOR YOUR RECORDS AND RETURN THE ORIGINAL.

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