



**DUE DATE**  
**FEBRUARY 12, 2008**

**Mail** your completed form to:  
**U.S. CENSUS BUREAU**  
**1201 East 10th Street**  
**Jeffersonville, IN 47134-0001**

**IN-51501**

**INFORMATION COPY  
DO NOT USE TO REPORT**

*(Please correct any errors in this mailing address.)*

**Please read** the accompanying information sheet(s) before answering the questions.

**Need help or have questions about filling out this form?**

**Visit** [www.census.gov/econhelp](http://www.census.gov/econhelp)

**Call** 1-800-233-6136, between 8:00 a.m. and 6:00 p.m., Eastern time, Monday through Friday.

**- OR -**

**Write** to the address above. Include your 11-digit Census File Number (CFN) printed in the mailing address.

**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.
  - Place an "X" inside the box.
  - Please center numbers in their respective boxes.
  - Do not put slashes through 0 or 7.
- 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 in the mailing address the same as the one used for this establishment on its latest 2007 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
<input type="text"/>		<input type="text"/>	<input type="text"/>

**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

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**3 OPERATIONAL STATUS**

Which ONE of the following best describes this establishment's operational status at the end of 2007?  
(Mark "X" only ONE box.)

0011  In operation

0013  Temporarily or seasonally inactive

0014  Ceased operation - Give date at right

Month	Day	Year

0015  Sold or leased to another operator - Give date at right  
AND enter name and address of new owner or operator  
and Employer Identification Number (EIN) below

0018

0060 Name of new owner or operator		0061 EIN (9 digits)	
		-	
0062 Mailing address (Number and street, P.O. Box, etc.)			
0063 City, town, village, etc.	0064 State	0065 ZIP Code	
		-	

0016  Other - Specify

0815

**4 MONTHS IN OPERATION**

Mark "X" if None 2007 Number

Number of months in operation during 2007 (If none, mark "X" and go to 50.) . . . . . 0002

HOW TO REPORT DOLLAR FIGURES

Dollar figures should be rounded to thousands of dollars.

If a figure is \$1,025,628.79:

Report

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

Report

Mark "X" if None

2007			
\$ Bil.	Mil.	Thou.	Dol.
	1 0 2 6		

**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.

Mark "X" if None

Operating receipts . . . . . 0100

2007			
\$ Bil.	Mil.	Thou.	Dol.

**6 Not Applicable.**

51501021



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

**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 in the mailing address or corrected in 1.

**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).

Mark "X" if None	2007
	Number
<input type="checkbox"/>	

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

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

	Mark "X" if None	2007			
		\$ Bil.	Mil.	Thou.	Dol.
<b>1.</b> Annual payroll . . . . . 0300	<input type="checkbox"/>				
<b>2.</b> First quarter payroll (January-March, 2007) . . . . . 0310	<input type="checkbox"/>				

**8 - 13** 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 2007? (Mark "X" only ONE box.)

**Radio broadcasting**

- 0700 515 111 00 2  Radio networks
- 515 111 00 4  Radio program syndication
- 515 111 00 3  Direct broadcast satellite music services
- 515 112 00 1  Radio network affiliated stations
- 515 112 00 2  Independent radio stations
- 515 112 00 3  Public radio broadcast stations

**Television broadcasting**

- 515 120 00 3  Television networks, excluding cable programming networks
- 515 120 00 4  Television network affiliated stations
- 515 120 00 5  Independent television stations
- 515 120 00 6  Public television broadcast stations
- 515 210 00 4  Cable television networks
- 515 210 00 5  Public access television producer
- 517 510 00 6  Cable television distribution systems
- 777 515 00 1  Advertising sales office of broadcasting company - Specify type of broadcasting ↴

0701

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**19** KIND OF BUSINESS OR ACTIVITY - Continued

**Other kind of business or activity**

- 0700 512 110 00 7  Producing taped television program material, including commercials
- 512 110 00 6  Producing and distributing television programs to affiliates
- 512 120 00 7  Film and/or video distributor for television
- 512 290 20 1  Producers of taped radio programs
- 541 840 10 1  Radio and television advertising representatives
- 517 410 00 3  Satellite telecommunication service carriers, including resellers
- 773 000 00 1  Other kind of business or activity - *Specify* ↴

0701

**20 and 21** Not Applicable.

<b>HOW TO REPORT PERCENTS</b>	If figure is <b>38.76%</b> of total sales:	<b>Report whole percents</b>	2007				
			Estimates are acceptable. Report dollars OR percents.				
	\$ Bil.	Mil.	Thou.	Dol.	Percent		
						3 9	

**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 2 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 that includes the provision of air time on radio or television for the broadcasting of advertising and 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 on 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 infomercials 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 2e(1)** - Report receipts from providing services for other producers on all phases of preproduction. This work is contracted or subcontracted by the production house on a contract or fee basis, usually for films and TV shows. Examples include script editing, casting, location scouting, and consultation.

**Line 2e(2)** - Report receipts from providing services for other producers on all phases of production. This work is contracted or subcontracted by the production house on a contract or fee basis, usually for films and TV shows. Examples include cameramen, grips, sound engineers, extras, and special effects services.

CONTINUE WITH ON PAGE 5

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

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

**Line 2e(3)** - Report receipts from providing computerized and electronic image and sound processing services in audiovisual works (film, video, digital media, etc.). Include editing, transfer, color correction, digital restoration, visual effects, animation, format conversion, compression and digital encoding, captioning, titling, sound editing design, etc.

**Line 4** - Report receipts from the provision of space of electronic advertising over the Internet.

Description of sales, shipments, receipts, or revenue	Census use	2007				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
<b>1. Radio broadcasting</b>						
<b>a. Air time - Radio</b>						
<b>(1) Network compensation</b> . . . . .	35711					
<b>(2) National and regional advertising (net)</b> . . . . .	35712					
<b>(3) Local advertising (net)</b> . . . . .	35713					
<b>(4) Programs</b> . . . . .	35714					
<b>(5) Sum lines 1a(1) through 1a(4)</b> . . . . .	35710					
<b>b. Public and non-commercial programming services - Radio (Include contributions, gifts, and grants)</b> . . . . .	35720					
<b>c. Licensing of rights to broadcast radio programs (Radio program rights)</b> . . . . .	35730					
<b>d. Licensing of rights to distribute specialty audio programming content</b>	35740					
<b>e. Production services - Radio (Include preproduction, production, and postproduction)</b> . . . . .	35750					
<b>2. Television broadcasting</b>						
<b>a. Air time - Television</b>						
<b>(1) Network compensation</b> . . . . .	35771					
<b>(2) National and regional advertising (net)</b> . . . . .	35772					
<b>(3) Local advertising (net)</b> . . . . .	35773					
<b>(4) Programs</b> . . . . .	35774					
<b>(5) Sum lines 2a(1) through 2a(4)</b> . . . . .	35770					
<b>b. Public and non-commercial programming services - Television (Include contributions, gifts, and grants)</b> . . . . .	35780					
<b>c. Licensing of rights to broadcast television programs (Television program rights)</b> . . . . .	35790					
<b>d. Licensing of rights to distribute specialty television programming content</b> . . . . .	35800					

CONTINUE WITH 22 ON PAGE 6

CONTINUE ON PAGE 6

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

Description of sales, shipments, receipts, or revenue	Cen- sus use	2007					
		Estimates are acceptable. Report dollars OR percents.					
		\$ Bil.	Mil.	Thou.	Dol.	Percent	
0723	0720	0721				0722	
<b>2.</b> Television broadcasting - Continued							
<b>e.</b> Production services - Television							
<b>(1)</b> Preproduction . . . . .	35811						
<b>(2)</b> Production . . . . .	35812						
<b>(3)</b> Postproduction . . . . .	35813						
<b>(4) Sum lines 2e(1) through 2e(3)</b> . . . . .	35810						
<b>3.</b> Repair and maintenance of communications equipment, including broadcasting system equipment . . . . .	35820						
<b>4.</b> Sale of online advertising space . . . . .	36050						
<b>5.</b> Resale of merchandise . . . . .	39614						
<b>6.</b> All other receipts - <i>Specify if more than 10 percent of total receipts</i> ↴							
	39713						
<b>7. TOTAL RECEIPTS - Sum of lines should equal 5 if reporting in dollars</b> . . . . .	39850						1 0 0

**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

2007			
\$ Bil.	Mil.	Thou.	Dol.

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

51501062



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

**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 2007?

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

2007			
\$ Bil.	Mil.	Thou.	Dol.

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	2007	
	Percent	%

**B. MAINTENANCE AND REPAIR**

1. Was this establishment involved in maintenance and repair of buildings, structures, or communication lines owned by your enterprise during 2007?  
(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

2007			
\$ Bil.	Mil.	Thou.	Dol.

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

Mark "X" if None	2007	
	Percent	%

**27-29** Not Applicable.

51501070



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

Name of person to contact regarding this report

Title

Telephone

Area code

Number

Extension

Fax

Area code

Number

Internet e-mail address

Date completed

Month

Day

Year

**Thank you for completing your 2007 ECONOMIC CENSUS form.**

**PLEASE PHOTOCOPY THIS FORM FOR YOUR RECORDS AND RETURN THE ORIGINAL.**

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