



1997 ECONOMIC CENSUS

BROADCAST AND CABLE

DUE DATE ▶ **FEBRUARY 12, 1998**

If you have questions about completing this report, please call or write the Census Bureau. In any communication, be sure to refer to the 11-digit Census File Number (CFN) printed in the label to the right. Please return your completed report to:

BUREAU OF THE CENSUS
1201 East 10th Street
Jeffersonville, IN 47134-0001

Toll-free assistance, 8:00 a.m. to 8:00 p.m., eastern time, Monday through Friday:

1-800-233-6136

SV-7805

Please read the accompanying instructions before answering the questions.

Census use

(Please correct any errors in name, address, and ZIP Code.)

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 Census Bureau. By the same law, **YOUR CENSUS REPORT IS CONFIDENTIAL.** It may be seen only by Census Bureau employees and may be used only for statistical purposes. Further, copies retained in respondents' files are immune from legal process.

Item 1. EMPLOYER IDENTIFICATION NUMBER
Is the Employer Identification Number (EIN) shown in the label the same as the one used for this establishment on its latest 1997 Employer's Quarterly Federal Tax Return, Treasury Form 941?

094 1 Yes 2 No - Report current EIN below

(9 digits)

Item 4. LEGAL FORM OF ORGANIZATION
Which of the following best describes this establishment's legal form of organization during 1997?

Mark (X) only ONE box.

- 003 1 Individual owner (sole proprietorship)
- 2 Partnership - Mark (X) this box if you file a partnership Federal income tax form.
- 5 Government - Specify
- 0 Corporation - Mark (X) this box if you file a corporate Federal income tax form, including Subchapter S corporations.
- 9 Other - Specify

Item 2. PHYSICAL LOCATION
a. Is this establishment's physical location the same as the address shown in the label? (P.O. box and rural route addresses are not physical locations)

093 1 Yes 2 No - Report physical location below

Number and street		
City, town, village, etc.	State	ZIP Code

b. Is this establishment physically located inside the legal boundaries of the city, town, village, etc.?

095 1 Yes 3 No legal boundaries
2 No 4 Do not know

c. In what type of municipality is this establishment physically located?

096 1 City, village, or borough
2 Town or township
3 Other - Specify
4 Do not know

d. In what county (e.g., Dade County) is this establishment physically located?

Item 3. OPERATIONAL STATUS Number of months
a. How many months during 1997 was this establishment actively operated? 002

b. Which of the following best describes this establishment's status at the end of 1997? Mark (X) only ONE box.

001 1 In operation Figures only

2 Temporarily or seasonally inactive Month Year

3 Ceased operation - Give date at right

4 Sold or leased to another operator - Give date at right AND enter name, etc., below

Name of new owner or operator		
Number and street		
City	State	ZIP Code

HOW TO REPORT DOLLAR FIGURES	Dollar figures should be rounded to thousands of dollars.	Mil-	Thou-	Dol-
	Example: If a figure is \$1,125,628.79 report 1 126	lions (000)	sands (000)	lars (000)
	Preferred	1	126	
	Acceptable	1	125	629

Item 5. DOLLAR VOLUME	Mil.	Thou.	Dol.
OPERATING RECEIPTS of this establishment in 1997	010		
NOTE - 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.			

Item 6. PAYROLL	Mil.	Thou.	Dol.
Payroll in 1997, BEFORE DEDUCTIONS	030		
a. Annual			
	031		
b. First quarter (January-March)			

Item 7. EMPLOYMENT	Number
Number of paid employees for pay period including March 12, 1997 (Include both full- and part-time employees)	032

CONTINUE WITH ITEM 8 ON PAGE 2

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Item 8. KIND OF BUSINESS OR ACTIVITY

a. What was this establishment's principal kind of business or activity in 1997? Mark (X) only ONE box.

Radio broadcasting

070

- Network 4832011
- Network affiliated stations 4832021
- Independent stations 4832022
- Public broadcast stations 4832023

Television broadcasting

- Network (except cable) 4833001
- Network affiliated stations 4833002
- Independent stations 4833003
- Public broadcast stations 4833004

Cable and other multichannel video programming distribution services

- Cable network and programming service 4841011
- Cable system operator 4841021
- Direct broadcast satellite (DBS and other direct to home satellite services) 4841022
- Multipoint distribution services (MMDS, LMDS, MDS) 4841023
- Other pay television distribution service (CCTV, SMATV, etc.) – Describe 4841024

Services related to radio and television broadcasting and cable television

- Radio and television advertising representatives 7313102
- Producing taped television program material (including commercials) 7812203
- Producing of live television programs (including commercials) 7922202
- Producing and distributing television programs to affiliated stations 7812202
- Film and/or tape distribution 7822201
- Retailing merchandise by television 5961402
- Television tape service (editing, transfers, etc.) 7819103
- Radio show tape producer 7922942
- Cable television line construction – contractor 1623201
- Cable television hookup – contractor 1731001
- Other services related to radio and television broadcasting or cable television – Describe 7777776

- Other kinds of business or activity – Describe 7777777

b. Was this establishment primarily engaged in providing management, administrative or support services to other establishments of the same public or other business firms in 1997? 415

1 Yes

2 No

Item 9. SOURCES OF RECEIPTS

Report sources of receipts for this establishment either as dollar figures or as whole percentages of total operating revenue. (See HOW TO REPORT DOLLAR FIGURES on page 1 and HOW TO REPORT PERCENTAGES below)

Please do **not** combine data for two or more receipts lines.

Do **not** include intracompany revenues or transfers.

Advertising time sales should **EXCLUDE** commissions paid to agency representatives and brokers, but **INCLUDE** trade-outs and barter, and political advertising revenue.

Exclude tower rental revenue.

Line a(3) – Report leased access programming fees, commissions, and advertising revenue derived from leased access channels on line a(3)(f). Report receipts paid to the system operator for carrying non-leased access channels (e.g., launch fees, commissions, etc.) on line a(3)(h). Report receipts from equipment rental or lease on line a(12). Report receipts from providing internet access on line a(5).

HOW TO REPORT PERCENTS	If figure is 38.76% of total sales:	Mil.	Thou.	Dol.	Per-cent
	• Report whole percents				39
	Not acceptable				38.76

Sources of receipts	Census use	ESTIMATES are acceptable. Report dollars OR percents.			
		Mil.	Thou.	Dol.	Per-cent
a. Receipts lines	400	401			402
1. Advertising					
(a) National and regional (net)	7781				
(b) Local (net)	7782				
2. Network compensation for radio and television time sales	7800				
3. Cable systems and multichannel video programming distribution (MVPD)					
(a) Basic service tier	7661				
(b) Programming service tier	7662				
(c) Pay-per-view	7663				
(d) Other premium service	7664				
(e) New product tier service	7665				
(f) Leased access receipts	7666				
(g) Installation, startup and reconnect fees	7667				
(h) Other cable and pay television – Describe					
	7668				
4. Distribution of television programs (excluding commercials and music videos)	7320				
5. Fees for providing internet access	7700				
6. On-line information services	7680				
7. Local telephone service	7500				
8. Long-distance telephone service	7520				
9. Network access receipts (including subscriber line charges and local inter-exchange carrier charges)	7540				
10. Satellite (including resale) telecommunications	7640				

ITEM 9 CONTINUED ON PAGE 3

If not shown, please enter your 11-digit Census File Number from the address label on page 1

Census File Number

Item 9. SOURCES OF RECEIPTS - Continued

Sources of receipts	Census use	ESTIMATES are acceptable. Report dollars OR percents.			
		Mil.	Thou.	Dol.	Per-cent
11. Communications equipment repair	400 6902	401			402
12. Rent or lease of equipment	8550				
13. Sales of merchandise	8647				
14. Contributions, gifts, and grants (Public radio and television broadcast stations only)					
(a) Federal, State, and local governments	7821				
(b) Private (including individuals, community efforts, and commissioned fundraisers)	7822				
15. All other operating receipts - Describe if more than 10 percent of total receipts 077					
	8944				
16. TOTAL (Should equal item 5 if reporting in dollars)	8990				100%

b. Did this establishment receive any other income such as interest, dividends, sale of real estate, etc.?

505 1 Yes - Amount →

Mil.	Thou.	Dol.
506		

2 No

Item 10. CABLE SUBSCRIBERS - Local cable systems, multichannel video programming distributors (MVPD), and other providers of pay television services only.

a. How many subscribers did this company have as of December 31, 1997?

Number
507

b. Receipts by class of customer

Report the approximate percentage of your 1997 receipts (item 5) by class of customer. Estimates are acceptable.

Report in whole percents

(1) Noncommercial (e.g., residential) customers

438

(2) All other customers

439

Item 11. CONSTRUCTION ACTIVITY

a. Was THIS ESTABLISHMENT involved in new construction, renovation, or maintenance and repairs of buildings, structures, or lines during 1997?

595 1 Yes - Continue with line b
2 No - Skip to item 12

b. What were your capital expenditures in 1997 for new construction, including renovation? (INCLUDE labor and materials. EXCLUDE land and the value of production machinery and equipment not an integral part of structure.)

Mil.	Thou.	Dol.
596		

Report in whole percents

c. What percentage of the capital expenditures reported in line b represents work done by your own employees as opposed to work done by contractors or other hired labor?

597

Item 11. CONSTRUCTION ACTIVITY - Continued

Mil.	Thou.	Dol.
598		

d. What were your expenses in 1997 for maintenance and repairs? (EXCLUDE expenses for such activities as janitorial services, cleaning, lawn maintenance, etc.)

Report in whole percents

599

e. What percentage of the expenses for maintenance and repairs reported in line d represents work done by your own employees as opposed to work done by contractors or other hired labor?

Item 12. EXPORTED SERVICES

Note - An exported service is a service performed for or a payment received from 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). Services performed for unaffiliated and affiliated foreign firms (i.e., foreign parent firms, subsidiaries, branches, etc.) are included. Services provided to domestic subsidiaries of foreign firms are excluded.

Did the receipts reported in item 5 include any amounts received for exported services?

Mil.	Thou.	Dol.
406		

405 1 Yes - Amount →
2 No

Item 13. EXPENSES OF PUBLIC BROADCAST STATIONS - Public radio and television stations only.

Report total operating expenses, including payroll, interest, rent, depreciation, taxes, and other overhead. Exclude capital expenditures, funds invested, and losses from the sale of assets.

Mil.	Thou.	Dol.
040		

Expenses in 1997 →

Item 14. OWNERSHIP, CONTROL, AND LOCATIONS OF OPERATION

a. Is the FIRST DIGIT of your Census File Number (shown in the address label immediately after "CFN") a zero?

1 Yes - Complete this item
2 No - Skip to item 14

b. Is this company owned or controlled by another company?

Enter name, address, and EIN of the owning or controlling company

097 1 Yes →
2 No

EIN (9 digits)

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c. Does this company own or control any other company or companies?

Enter name, address, and EIN of the owned or controlled company

098 1 Yes →
2 No

EIN (9 digits)

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