



2002 ECONOMIC CENSUS BROADCASTING SERVICES

FORM
IN-51501

OMB No. 0607-0887: Approval Expires 09/30/2004

DUE DATE
FEBRUARY 12, 2003

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

IN-51501

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

Need help or have questions about filling out this form?

Visit our Web site at www.census.gov/econhelp

Call 1-800-233-6136, between 8:00 a.m. and 8:00 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.

**INFORMATION COPY
DO NOT USE TO REPORT**

(Please correct any errors in this 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 ink.
- Do not use pencil.
- Place an "X" inside the box.
- Please center numbers in their respective boxes. Examples:
- Do not put slashes through 0 or 7.

<input checked="" type="checkbox"/>	0	1	2	3	4	5	6	7	8	9
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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 MONTHS IN OPERATION

Number of months in operation during 2002 (If none, mark "X" and go to 29.) 0002

Mark "X" if None		2002	
		Number of months	

2 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 2002 Internal Revenue Service Form 941, Employer's Quarterly Federal Tax Return?

0021 Yes 0022 No - Enter current EIN (9 digits) → 0025 -

3 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

0032 No - Enter physical location →

0035 Number and street			
<input type="text"/>			
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.?

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

C. Type of municipality where this establishment is physically located

0046 City, village, or borough 0047 Town or township 0048 Other or do not know



51501013

HOW TO REPORT DOLLAR FIGURES

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

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

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

Report →

Report →

Mark "X" if None

2002			
\$ Bil.	Mil.	Thou.	Dol.
	1	0 2 6	

4 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

2002			
\$ Bil.	Mil.	Thou.	Dol.

5 E-COMMERCE SALES, SHIPMENTS, RECEIPTS, OR REVENUE

A. Did this establishment have any e-commerce sales, receipts, and/or revenue in 2002? (*E-commerce includes sales, receipts, and/or revenue from any transaction completed over an Internet, Extranet, Electronic Data Interchange (EDI) network, electronic mail, or other online system. Transactions are agreements between buyers and sellers to transfer ownership of, or rights to use, goods or services. Payment for these goods or services may or may not be made online. Please see the information sheet(s) for further clarification.*)

0181 Yes - Go to line B

0182 No - Go to **6**

B. E-commerce sales, receipts, and/or revenue of this establishment (*Include e-commerce sales, receipts, and/or revenue in 4. Exclude sales taxes.*) 0185

2002			
Estimates are acceptable			
\$ Bil.	Mil.	Thou.	Dol.

6 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 **2**.

Exclude:

- Full- or part-time leased employees whose payroll was filed under an employee leasing company's EIN.
- Temporary staffing obtained from a staffing service.

For further clarification, see information sheet(s).

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

Mark "X" if None

2002			
Number			

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

Mark "X" if None

1. Annual payroll 0300

2. First quarter payroll (*January-March, 2002*). 0310

2002		
\$ Mil.	Thou.	Dol.



51501021

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

7 LEASED EMPLOYMENT AND PAYROLL

A. Did this establishment have any full- or part-time leased employees whose payroll was filed under an employee leasing company's EIN?

Exclude:

- Temporary staffing obtained from a staffing service.
- Contractors, subcontractors, or independent contractors.
- 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.
- Employees already reported in **6**.

For further clarification, see information sheet(s).

0241 Yes - Go to line B

0242 No - Go to **13**

Mark "X" if None

2002		
Number		

B. Number of leased employees for pay period including March 12. 0370

C. Payroll for leased employees before deductions (Exclude employer's cost for fringe benefits.)

1. Annual payroll for leased employees 0350

2002		
\$ Mil.	Thou.	Dol.

2. First quarter payroll for leased employees (January-March, 2002) 0360

Mark "X" if None

2002		
\$ Mil.	Thou.	Dol.

8-17 Not Applicable.

18 KIND OF BUSINESS OR ACTIVITY

Principal kind of business or activity in 2002
(Mark "X" only ONE box.)

Radio broadcasting

- 0700
- 513 111 00 16 Radio network
 - 513 111 00 24 Radio program syndication
 - 513 112 00 15 Radio network affiliated stations
 - 513 112 00 23 Independent radio stations
 - 513 112 00 31 Public radio broadcast stations

Television broadcasting

- 513 120 00 15 Television networks, excluding cable programming networks
- 513 120 00 23 Television network affiliated stations
- 513 120 00 31 Independent television stations

CONTINUE WITH **13** ON PAGE 4

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18 KIND OF BUSINESS OR ACTIVITY - Continued

Television broadcasting - Continued

- 0700 513 120 00 49 Public television broadcast stations
- 513 210 00 24 Cable television networks
- 513 220 00 14 Cable television systems

Other kind of business or activity

- 512 110 00 76 Producing taped television program material, including commercials
- 512 110 00 68 Producing and distributing television programs to affiliates
- 512 120 00 74 Film and/or video distributor for television
- 512 290 20 17 Producers of taped radio programs
- 541 840 10 13 Radio and television advertising representatives
- 443 112 40 74 Radio, television, stereo, and electronics store
- 421 690 10 27 Broadcasting equipment wholesalers
- 421 620 00 24 Electrical appliance, television, and radio set wholesalers
- 532 490 20 47 Broadcast equipment rental or leasing
- 513 340 00 35 Satellite telecommunication service carriers, including resellers
- 773 000 00 10 Other kind of business or activity - *Specify*

0701

19-21 Not Applicable.

HOW TO REPORT PERCENTS	2002				
	Estimates are acceptable. Report dollars OR percents.				
	\$ Bil.	Mil.	Thou.	Dol.	Percent
If figure is 38.76% of total sales:	Report whole percents				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 4). 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.)

Do not include intra company revenues or transfers.

Lines 1a and 2a - Network compensation includes payments received for allowing networks the use of air time for national advertisements. Advertising includes the provision of air time on radio or broadcast television for the broadcasting of advertising messages, sponsorship messages, and programs. Exclude commissions paid to agency representatives and brokers, but include trade-outs, barter, and political advertising revenue.

Lines 1b and 2b - Include the provision of television and radio broadcasts, generally without the insertion of advertising messages, for the benefit of the public at large. Also include contributions, gifts, and grants from government, private donations, and fund raising.

Lines 1c and 2c - Include the provision of specialty television and musical programming, usually an entire channel, to programming distributors such as cable, direct-to-home satellite (DTH), and multipoint distribution service (MDS) operators. Also include specialty musical programs to building operators (shopping malls, office buildings, etc.) and movies in hotels, etc.

Lines 1e and 2e - Include the cessions of the right to broadcast a television or radio program, in whole or in part, by its owner to a third party.

CONTINUE WITH **22** ON PAGE 5

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 4a - Include direct connection to the Internet, both wired and wireless, at speeds not exceeding 64kbps, remote access or other types of Internet access and package upgrades, and free services along with Internet access such as e-mail, chat, etc.
Line 4b - Include direct connection to the Internet, both wired and wireless, at speeds exceeding 64kbps, remote access or other types of Internet access and package upgrades, and free services along with Internet access such as e-mail, chat, etc.

Description of sales, shipments, receipts, or revenue	Cen- sus use	2002				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
1. Radio broadcasting						
a. Air time - Radio, including network compensation and advertising						
(1) Network compensation	32241					
(2) National and regional advertising (net)	32242					
(3) Local advertising (net)	32243					
(4) Sum lines 1a(1) through 1a(3)	32240					
b. Public and noncommercial programming services - Radio, including contributions, gifts, and grants	32250					
c. Specialty programming (wholesaling) services - Audio	32260					
d. Production and postproduction services - Radio	32270					
e. Radio program rights	32280					
f. Other radio broadcasting services - <i>Specify</i> ↴						
	32290					
2. Television broadcasting						
a. Air time - Broadcast television, including network compensation and advertising						
(1) Network compensation	32301					
(2) National and regional advertising (net)	32302					
(3) Local advertising (net)	32303					
(4) Sum lines 2a(1) through 2a(3)	32300					
b. Public and noncommercial programming services - Television, including contributions, gifts, grants	32310					
c. Specialty programming (wholesaling) services - Television	32320					

CONTINUE WITH **22** ON PAGE 6

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

Description of sales, shipments, receipts, or revenue	Cen- sus use	2002				
		Estimates are acceptable. Report dollars OR percents.				
		\$ Bil.	Mil.	Thou.	Dol.	Percent
0723	0720	0721				0722
2. Television broadcasting - Continued						
d. Production and postproduction services - Television	32330					
e. Television program rights	32340					
f. Other television broadcasting services - <i>Specify</i> ↴						
_____	32350					
3. Online advertising	32810					
4. Internet access services						
a. Narrowband	35551					
b. Broadband	35552					
c. Sum lines 4a and 4b	35550					
5. Repair and maintenance of communications equipment, including broadcasting system equipment	32370					
6. Rental or lease of goods and/or equipment	39250					
7. Sale of merchandise - <i>Specify</i> ↴						
_____	39039					
8. All other receipts - <i>Specify if more than 10 percent of total receipts</i> ↴						
_____	39532					
9. TOTAL RECEIPTS - Sum of lines should equal 4 if reporting in dollars	39690					1 0 0

23-24 Not Applicable.

25 EXPORTS OF GOODS AND SERVICES

NOTE - An export is a tangible or intangible product (i.e., 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). Products transferred to, sold to, or services performed for unaffiliated and affiliated foreign firms (i.e., foreign parent firms, subsidiaries, branches, etc.) are included. Products provided to domestic subsidiaries of foreign firms are excluded.

A. Did the receipts (reported in 4) include any amounts for exported goods or services?

0911 Yes - Go to line B

0912 No

B. Amount of receipts for exported goods or services 0914

2002			
\$ Bil.	Mil.	Thou.	Dol.

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 2002?

0991 Yes

0992 No - Go to line 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

2002		
\$ 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

2002		%
Mark "X" if None	Percent	
<input type="checkbox"/>		

B. MAINTENANCE AND REPAIR

1. Was this establishment involved in maintenance and repair of buildings, structures, or communication lines owned by your enterprise during 2002?
(Report "No" if expenses were limited to activities such as janitorial services, cleaning, lawn maintenance, etc.)

0916 Yes

0917 No - Go to **29**

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

2002		
\$ 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

2002		%
Mark "X" if None	Percent	
<input type="checkbox"/>		

27-28 Not Applicable.

29 OPERATIONAL STATUS

Activity that best describes this establishment's status at the end of 2002
(Mark "X" only ONE box.)

0011 In operation

0014 Ceased operation - Give date at right →

0013 Temporarily or seasonally inactive

0015 Sold or leased to another operator - Give date at right AND enter new name and mailing address below ↴

2002		
Month	Day	Year

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



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?

0078 Yes 0079 No - Enter time period covered →

FROM 0070	Month	Year	TO 0071	Month	Year

0072 Name of person to contact regarding this report	0073 Title

Telephone 0074	Area code	Number		Extension	Fax 0075	Area code	Number	
		-					-	

0076 Internet e-mail address	Date completed 0069	Month	Day	Year

Thank you for completing your 2002 Economic Census form.
PLEASE PHOTOCOPY THIS FORM FOR YOUR RECORDS AND RETURN THE ORIGINAL.



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