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U.S. DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. CENSUS BUREAU

FORM
SA-5131A

DUE DATE

2002 SERVICE ANNUAL SURVEY

RADIO AND TELEVISION BROADCASTING

138 SAS_I
513120 T

(Please correct any error in name, address, or ZIP Code)

NOTICE — Your report to the Census Bureau is **confidential** by law (Title 13, U.S. Code). It may be seen only by persons sworn to uphold the confidentiality of Census Bureau information and may be used only for statistical purposes. The law also provides that copies retained in your files are **immune from legal process.**

RETURN COMPLETED FORM TO

U.S. CENSUS BUREAU
1201 East 10th Street
Jeffersonville, IN 47132-0001

Any questions call 1–800–772–7851 weekdays, 8:30 a.m. to 5:00 p.m. EST

YOUR RESPONSE IS REQUIRED BY LAW. Title 13, U.S. Code, requires businesses and other organizations that receive this questionnaire to answer the questions and return the report to the Census Bureau.

Item 1 SURVEY COVERAGE

This report covers all domestic locations operated by your company and its subsidiaries primarily engaged in operating television stations or television networks. Exclude cable and pay television networks.

Does the above coverage describe this firm's business activity?

0001 1 ☐ Yes – *Continue with Item 3*
2 ☐ No – *Specify your business activity and continue with Item 3*

0002

Item 2 NOT APPLICABLE TO THIS FORM

Item 3 REPORT PERIOD

Mark (X) the one box which best describes the period covered by your report.

If the data reported are for a period other than the "calendar year," please enter the beginning and ending dates.

0006 1 ☐ Calendar year – *Go to Item 4A*
2 ☐ Fiscal year
3 ☐ Less than 12 months

	2002		
	Month	Day	Year
From	0007		
To	0008		

Item 4A REVENUE

General Instructions

- Report only for those domestic locations primarily engaged in the activities defined in Item 1. For locations sold or acquired during 2002, report only for the period that the locations were operated by this firm.
- If calendar year records are not available, we will accept fiscal year data. Please note, however, that we prefer estimates for the calendar year to book figures covering a different time period.
- Report all charges or billings for services rendered and any sales of merchandise, even though payments may be received at a later date. Do not deduct allowances for uncollectible accounts. **Exclude** revenue from a domestic parent organization or intracompany transfers. **Exclude** sales and other taxes collected from customers and paid directly to a taxing authority.
- Trade-outs and barter: Estimate spots exchanged for program material at fair value consistent with purchases of other program material of similar quality and quantity. Estimate spots exchanged for merchandise or services as the amount the station would pay for the merchandise or service received.

Item 4B REVENUE

Line 1a – Network compensation – Network affiliated and independant stations, report the sale of time to networks. Network owned stations, exclude intracompany transfers.

Lines 1b and 1c – National/regional and local advertising revenue – Include trade-outs, barter, and political advertising revenue. **Exclude** commissions paid to agency representatives and brokers.

Line 2 – Network advertising revenue – Report network revenue from the sale of advertising. **Exclude** commissions paid to agency representatives and brokers.

Line 3 – Sale of program rights – Report payments received in exchange for the right to broadcast a television or radio program. **Exclude** revenue when the production and/or distribution of programs are provided by non-broadcasting divisions of this company.

Line 4 – Production and post-production services – Report the revenue received for the production of television and radio programs for a third party where the producer acts solely as a service provider and has no investment or ownership interest in the production itself. **Include** services such as videotaping, lighting, editing, closed captioning, sound recording, sound editing and mastering, master reproduction. **Exclude** revenue when these services are provided by non-broadcasting divisions of this company.

Line 5 – Tax-exempt broadcasters – Report memberships, subsidies, grants, gifts, contributions, underwriting, contracts, fundraising, royalties, sales, and other sources of funding.

Line 6 – Other operating services revenue – Include all other sources of revenue such as management fees, retransmission consent, and satellite truck revenue. **Exclude** tower rental revenue.

Note — If the amount reported in line 6 is greater than 20 percent of total operating revenue reported in line 7, indicate the source of this revenue in the "Remarks" section on page 5.

An estimate is acceptable if a book figure is not available.	Key code	2002 Bil.	2002 Mil.	2002 Thou.	2002 Dol.
1. Advertising - **Stations only:**					
a. Network compensation	744				
b. National/regional advertising revenue (net)	745				
c. Local advertising revenue (net)	746				
2. Advertising - **Networks only:** Network time sales (net)	748				
3. Program rights	1222				
4. Production and post-production services	1220				
5. Public and non-commercial programming services	1223				
6. Other operating services revenue	749				
7. TOTAL OPERATING REVENUE	002				

Item 4C E-COMMERCE RECEIPTS/REVENUE

Report sales and receipts from any transaction completed over an Internet, extranet, 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 and services may or may not be made online. Please see the General Instruction sheet for further clarification before completing this item.

An estimate is acceptable if a book figure is not available.

1. Did your firm have e-commerce sales during 2002?

0011 1 ☐ Yes — *Enter the date your firm began e-commerce sales.* → 0010 | Month (i.e., June=06) | Year (i.e., 2002=02) |
|---|---|
| | |

0011 2 ☐ No — *Continue to Item 4D.*

	Key code	2002 Bil.	2002 Mil.	2002 Thou.	2002 Dol.
2. What was your firm's e-commerce receipts/revenue for 2002? (Include e-commerce receipts/revenue in Item 4B. **Exclude** sales taxes.) →	005				

Item 4D **PAYROLL AND OTHER OPERATING EXPENSES**

Except where indicated, report costs incurred during 2002, even though payments may have been made at a later date. **Exclude** sales or other taxes collected from customers and paid directly to a taxing authority.

See the enclosed General Instruction sheet before completing this section.

Enter "0" in items where applicable.

Do not combine data for two or more detail items.

Line 1 — Report on a **cash** basis, gross earnings paid to employees prior to deductions. If an unincorporated concern, **exclude** payments to proprietors or partners.

Line 2 — Report on a **cash** basis, employer's cost for legally required programs actually paid during the year, such as Social Security, workman's compensation insurance, unemployment tax, and state disability insurance programs; and employer's cost for programs not required by law such as pension plans, stock purchase plans, union-negotiated benefits, life insurance benefits, and insurance premiums for hospital and medical plans. Report the amounts actually contributed.

Line 3 — Report the cost of contract employees who are not on your company's payroll, but are supplied through a contract with another company to perform specific jobs and where your company provides day-to-day supervision (e.g., leased employees, temporary help, contract laborers). (Thus, security and janitorial services, for example, are excluded if supervision is conducted by the supplying companies.)

Line 4 — Include the cost of broadcast rights to feature films, syndicated programming, sports events, etc.

Line 5 — (Networks Only) Report the cost of programming time purchased from affiliated and independent stations. **Exclude** the cost of programming time purchased from stations owned by your company.

Line 6 — Include depreciation on buildings, offices, structures and communication systems. Also **include** vehicles, machinery, equipment and other tangible assets. Report depreciation on assets obtained through capital lease agreements, leasehold assets, and amortization of intangible assets (i.e., goodwill, patents, copyrights, etc.). Report assets you lease to others under an operating lease agreement. **Exclude** depreciation on assets leased to others under a capital lease agreement. Do not adjust for the value of depreciable assets sold or traded for replacement purposes.

Line 7 — Include lease and rental costs on buildings, offices, and structures; communication systems; vehicles; and other machinery and equipment. **Exclude** payments by your firm to the parent company or organization (or any of its subsidiaries) for use of assets owned by them. Also **exclude** installment payments for assets obtained through capital lease agreements. **Exclude** lease and rental payments for computer software.

Line 8 — Include repair costs on buildings, offices, and structures; communication systems; vehicles; and other machinery and equipment. **Exclude** repair costs included as part of a lease or rental agreement, improvements for which depreciation accounts are maintained, and repairs performed by employees of your company and its subsidiaries.

Line 9 — Report the cost of purchased communications, including telephone, fax, Internet, connectivity, or other communication services.

Line 10 — Report on line 10a, the cost of purchased electricity. On line 10b, report the cost of other purchased utilities (e.g., water, sewer, refuse removal, fuel for heating, etc.).

Line 11 — Report the cost of purchased advertising, including payments to other firms for printing, media, and other services and materials used for advertising. **Include** the cost of telemarketing services.

Line 12 — On line 12a, report expensed computer related equipment or supplies. **Include** expensed hardware and pre-packaged software. On line 12b, report materials, parts and supplies purchased for resale and own use (e.g., office supplies, expensed equipment and parts).

An estimate is acceptable if a book figure is not available.	**Key code**	**2002** Bil.	Mil.	Thou.	Dol.
1. Annual payroll	**800**				
2. Employer's contributions to employee benefits plans	**1269**				
3. Contract labor	**1287**				
4. Broadcast rights and music license fees	**803**				
5. Network compensation fees (networks only)	**804**				
6. Depreciation and amortization charges (include amortization of intangible assets)	**805**				
7. Lease and rental payments					
a. Land, buildings, structures, store space and offices	**1293**				
b. Machinery, equipment, and other items, excluding computer software	**1280**				
8. Purchased repair and maintenance services					
a. Land, buildings, structures, store space and offices	**1292**				
b. Machinery, equipment, and other items, excluding computer software	**1281**				
9. Purchased communications	**1282**				
10. Purchased utilities					
a. Electricity	**1283**				
b. Other utilities	**1284**				
11. Purchased advertising	**812**				
12. Purchased materials, parts, and supplies.					
a. Expensed computer related supplies	**1285**				
b. Other purchased supplies	**1286**				

Continue on the next page →

Item 4D PAYROLL AND OTHER OPERATING EXPENSES – Continued

Report costs incurred during 2002, even though payments may have been made at a later date. **Exclude** sales or other taxes collected from customers and paid directly to a taxing authority.

See the enclosed General Instruction sheet before completing this section.

Enter "0" in items where applicable.

Do not combine data for two or more detail lines.

Line 13 — Report the cost of taxes and licenses including business license fees, real and personal property taxes (such as taxes on real estate, motor vehicles, machinery, equipment, and inventories), and special assessments. **Include** FCC license fees. **Exclude** income, sales, payroll, excise taxes, and other taxes collected from customers and paid to local, state, or Federal government agencies.

Line 14 — Report purchased legal and accounting services. **Exclude** salaries, benefits, and income paid to your own employees.

Line 15 — Report all purchased computer related services. **Include** the cost of custom coded software (expensed) including adaptation of off the shelf software; system support design and services including web design; data processing and other purchased computer services. **Exclude** purchased communication services such as Internet, connectivity, and online services.

Lines 17 and 18 — *See the enclosed instruction sheet to calculate Other Operating Expenses and Total Operating Expenses as they pertain to this survey.*

NOTE — If the amount reported on line 17 is greater than 20 percent of the total operating expenses reported in line 18, indicate the source of these expenses in the "Remarks" section on page 5 of this form.

An estimate is acceptable if a book figure is not available.

	Key code	2002 Bil.	Mil.	Thou.	Dol.
13. Taxes and license fees (exclude income, sales, payroll, and excise taxes)	1288				
14. Purchased legal and accounting services	1289				
15. Purchased computer services	1290				
16. Management consulting services	1291				
17. Other operating expenses	813				
18. TOTAL OPERATING EXPENSES →	003				

Item 5 EXPORTED SERVICES

An estimate is acceptable if a book figure is not available.

Note — An exported service is a service performed for 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 services performed for unaffiliated and affiliated foreign firms (i.e., foreign parent firms, subsidiaries, branches, etc.). **Exclude** services provided to domestic subsidiaries of foreign firms.

Did the revenue reported in Item 4A include any amounts received for exported services? 0009 ☐ Yes → ☐ No

	Key code	2002 Bil.	Mil.	Thou.	Dol.
	004				

Item 6 NUMBER OF LOCATIONS

Enter the total number of service locations covered by this report as of December 31, 2002. A location is defined as an establishment with paid company personnel.

2002 Number
0012

Item 7 OWNERSHIP OR CONTROL

a. Does another firm own more than 50 percent of the voting stock or have the power to control the management and policies of this company?

0013 1 ☐ Yes → 2 ☐ No

0014 Name of owning or controlling company

Number and street

City, State, and ZIP Code

0015 EIN → ___ – _____

b. Did this firm acquire or merge with another company during 2002?

0016 1 ☐ Yes → 2 ☐ No

0017 Name of company acquired or merged with

Number and street

City, State, and ZIP Code

Date of merger or acquisition → 0018 Month Year

0019 EIN → ___ – _____

Item 8 0027 **REMARKS –** ***Please use this space for any explanations that may be helpful in understanding your reported data. For any separate correspondence pertaining to this report, please include the IDENTIFICATION number shown in the address label area or at the top of the page.***

Public reporting burden for this collection of information is estimated to average per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to: Paperwork Project 0607-0422, Room 3110, FB 3, U.S. Census Bureau, Washington, DC 20233-1500. You may e-mail comments to Paperwork@census.gov; use "Paperwork Project 0607-0422" as the subject. PLEASE INCLUDE FORM NAME AND NUMBER IN ALL CORRESPONDENCE. Respondents are not required to respond to any information collection unless it displays a valid approval number from the Office of Management and Budget. This 8-digit number appears in the top right corner on the front of this form.

Item 9 **CERTIFICATION –** This report is substantially accurate and has been prepared in accordance with instructions.

0020 Name of person completing this report – *Please print*	0021 Address *(Number and street, city, State, ZIP Code)*	0022 Telephone		
		Area code	Number	Extension
Signature of authorized person		0023 Fax		
		Area code	Number	Extension
0024 Title	0025 Date	0026 E-mail address		

Please return the completed form in the enclosed envelope.
If you prefer, you may fax the completed form to 1–800–447–4613.

U.S. DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. CENSUS BUREAU

SERVICE ANNUAL SURVEY
BROADCASTING AND TELECOMMUNICATIONS
GENERAL INSTRUCTIONS

Your report should be completed and returned in the preaddressed envelope provided on or before the due date. **If the report does not appear to apply to your kind of business or activity, describe your business or activity in Item 1 and complete the remainder of the form as accurately as possible.**

If filing within the required time frame will cause an undue burden and you would like an extension, or if you have any questions, please write to the

U.S. Census Bureau
1201 East 10th Street
Jeffersonville, IN 47132-0001

or call our Census Bureau representative in Jeffersonville, Indiana at 1–800–772–7851, weekdays from 8:30 a.m. to 5:00 p.m., eastern time.

Always include your identification number, located in the address label, in any correspondence.

IF BOOK FIGURES ARE NOT AVAILABLE, ESTIMATES ARE ACCEPTABLE.

Please read all instructions before making your entries.

Report data for the calendar year specified. If calendar year records are not available, we will accept fiscal year data. Please note, however, that we prefer estimates for the calendar year to book figures covering a different time period. Report all values in dollars (omit cents). Enter "0" in items where appropriate. Please do not combine data for two or more items.

For location(s) sold or acquired during the year specified, report only for the period that the location(s) were operated by this firm.

SPECIFIC INSTRUCTIONS

Other Operating Expenses

Other operating expenses include billing services, travel expenses, accounting and legal fees, dues and subscriptions, office supplies, data processing expenses, etc. Include the cost of computer software purchased under licensing agreements. **Exclude** income taxes, and local sales and excise taxes.

- **Total operating expenses –** Will not match to the company's income statement due to the cash and accrual methods requested for this survey. As a guide, compute total operating expenses as follows:

  Total operating expenses (from income statement)

  +Taxes – *If not included in operating expenses*

  +[Annual payroll (cash basis) + Employer contributions (cash basis)]

  –[Annual payroll (accrual basis) + Employer contributions (accrual basis)]

  =TOTAL OPERATING EXPENSES

- **Other operating expenses –** If other operating expenses are unavailable, calculate them as follows –

  TOTAL OPERATING EXPENSES FOR SURVEY

  –(Lines 1 through 15 or 16 under the payroll and other operating expenses item on survey report form)

  =OTHER OPERATING EXPENSES

SERVICE ANNUAL SURVEY
INFORMATION SECTOR
SPECIFIC INSTRUCTIONS – Continued

E-commerce Receipts/Revenue

(In the following instructions, online refers to any transaction completed over an Internet, extranet, EDI network, electronic mail or other online system.)

Include –

- Revenue from online orders for goods or services placed by a buyer.
- Revenue from online services provided where charges are based on the usage of those services (e.g., commissions or fees from use of computerized reservation systems, financial transaction processing systems, etc.)
- Commissions or fees from the trading of securities or the sale of other financial products online (e.g., insurance, loans, etc.).
- Commissions or fees from selling or from facilitating the sale of third party products (e.g., click-through including referral fees) through your company's Web site.
- Revenue from orders or contracts negotiated online with a buyer and seller on the price and terms for transferring ownership or the rights to use goods or services.
- Revenue from telephone transactions using interactive voice response systems.

Exclude – revenue from:

- Online billings where the order or contract was not negotiated online.
- Delivery of services online where the order or contract was not negotiated online.
- Provision of telecommunications and related infrastructure systems (e.g., data transfer, Web hosting, Internet access) where the order or contract for such services was not negotiated online.
- Orders for goods or services placed by facsimile machine or over switched telephone network.

Tax-Exempt Firms

Expenses

Report costs incurred during the survey year specified even though payments may have been made at a later date.

Include –

- Payroll and employee benefits.
- Interest and rent expenses.
- Supplies used for operating your business, cost of merchandise sold, and other expenses allocated to operations during the year.
- Contracted or purchased services.
- Fees paid to other organizations for fundraising.
- Depreciation expenses.
- Expenses of locations providing support services (e.g., repair services, administrative services, etc.) for your service establishments.

Exclude –

- Sales and other taxes collected directly from customers or clients and paid directly to a local, State, or Federal tax agency.
- Outlays for the purchase of real estate (land and building); for construction; for additions, major alterations, and improvements to existing facilities; and all other capital expenditures.
- Funds invested.
- Income taxes.
- Assessments (dues) paid to the parent or other chapters of the same organization.
- **For firms engaged in raising funds –** Funds which are transferred to charities or other organizations.