

2011 TELEVISION FINANCIAL SURVEY

Enter station name here

**Please complete
and return by
April 22, 2011**

You may complete this survey "on-line" by going to: www.hanc.com/nabFinancialSurvey/. Your "User Name" is your call letters, the "Password" is your 8 digit ID as shown on the above label. Security is in place to protect the confidentiality of electronically submitted surveys.

2 Channel 3 Call Letters

- 4 Primary Affiliation:**
- | | | | | |
|------------------------------|--------------------------------------|------------------------------------|-------------------------------------|--------------------------------------|
| <input type="checkbox"/> ABC | <input type="checkbox"/> Fox | <input type="checkbox"/> CW | <input type="checkbox"/> Univision | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> CBS | <input type="checkbox"/> Independent | <input type="checkbox"/> MNTV | <input type="checkbox"/> Telefutera | |
| <input type="checkbox"/> NBC | <input type="checkbox"/> ION | <input type="checkbox"/> Telemundo | <input type="checkbox"/> Azteca | |

Check if: 5 Survey responses are for less than 12 months: _____ **5A Number of months being reported**

6 This parent station survey includes data from satellite stations
If so, please indicate number of satellite stations included in survey data: 6A _____

6B Please list below the call letters of each satellite station *included* in this survey:

7 This parent station survey includes data from multicast stations
If so, please indicate number of multicast stations included in survey data: 7A _____

7B Please list below the call letters of each multicast station *included* in this survey:

8 Call letters shown in item 3 above are for a TV satellite station
Please indicate call letters of parent station if you checked box 8: 8A

9 Call letters shown in item 3 above are for a multicast station
Please indicate call letters of parent station if you checked box 9: 9A

10 Survey response includes data from brokered and/or LMA station(s)
 10A Please indicate call letters of station(s) if you checked box 10: _____

Are you currently streaming content to mobile devices? 11 Yes No
If no, do you plan to stream content to mobile devices in 2011 ? 12 Yes No

Name of person completing form: 13 _____

Phone Number: 14 -

E-Mail: 15 _____
 (a confirmation via email will be sent to you upon receipt of survey).

**In accordance with the NAB's business review letter submitted
to the U.S. Department of Justice, all individual station financial data are confidential.**

For assistance please call (616) 949-3200

Chris Harper, CPA, Hungerford, Aldrin, Nichols & Carter, P.C.—CPAs & Consultants

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Fax: (616) 949-7720; E-Mail: charper@hanc.com



IMPORTANT -- DO NOT LEAVE ANY ITEM BLANK!

2010 Revenue Data (1/1/10-12/31/10)	Total Amount			Check If Not Known
	Millions	Thousands	Dollars	
1. National Advertising (Gross) <i>(do not include political, trade-outs & barter, or digital multicast adv. rev.)</i> Does this include regional advertising? Yes <input type="checkbox"/> No <input type="checkbox"/>	\$			
2. Local Advertising (Gross) <i>(do not include political, trade-outs & barter or digital multicast adv. rev.)</i>	\$			
3. Political Advertising (Gross)	\$			
4. Gross Advertising Revenues (sum of lines 1 through 3)	\$			
<i>From Gross Advertising Revenues, how much was paid for:</i> 5. Agency Commissions	\$			<input type="checkbox"/>
6. National & Regional Rep Commissions	\$			<input type="checkbox"/>
7. Network Compensation <i>(if payment, please include in line 17, program expense)</i>	\$			<input type="checkbox"/>
8. Total Trade-Outs & Barter Revenue <i>Please break-out: (8a. plus 8b. should equal line 8)</i>	\$			<input type="checkbox"/>
	Millions	Thousands	Dollars	
8a. Total Trade - Outs:	\$			<input type="checkbox"/>
8b. Bartered Programming: <i>If you do not record barter, please check this box: <input type="checkbox"/></i>	\$			<input type="checkbox"/>
9. Multicast Revenue <i>(Any revenue that is derived directly from your subchannels.)</i> <i>If you do not derive any multicast revenue, please check this box: <input type="checkbox"/></i>	\$			<input type="checkbox"/>
10. Other Broadcast Revenues, please explain:	\$			<input type="checkbox"/>
11. Net Revenues (line 4 minus lines 5 and 6 plus lines 7, 8, 9 & 10)	\$			<input type="checkbox"/>

Special Items (Please include in line 10)	Total Amount			Check If Not Known
	Millions	Thousands	Dollars	
12. Internet Revenue	\$			<input type="checkbox"/>
13. Mobile Revenue	\$			<input type="checkbox"/>

Employment (As of last 2010 pay period)	Total Number	Check If Not Known
15. Number of part-time employees	<input type="checkbox"/>	
15a. Total hours of all part-time employees at station from 1/1/10-12/31/10		

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2010 Expense Data (1/1/10-12/31/10)	Total Amount			Check If Not Known
	Millions	Thousands	Dollars	
16. Engineering	\$			<input type="checkbox"/>
17. Program <i>(include salaries and bonuses of program personnel, music license fees, program rights amortization, reverse compensation to networks, barter and other costs of broadcasts)</i>	\$			<input type="checkbox"/>
18. Production <input type="checkbox"/> <i>(if production is included in Programming, check this box)</i>				<input type="checkbox"/>
19. News	\$			<input type="checkbox"/>
20. Sales <i>(Please include salaries and commissions of local sales personnel and other selling expenses. Include ratings services. Do not include agency & rep commissions)</i>	\$			<input type="checkbox"/>
21. Advertising & Promotion	\$			<input type="checkbox"/>
22. General and Administrative <i>(do not include interest or depreciation & amortization of tangible or intangible assets)</i>	\$			<input type="checkbox"/>
23. Other, please explain: _____ <i>(if the total trade-outs from line 8a. are not included in lines 16 to 22, please specify and report here)</i>	\$			<input type="checkbox"/>
24. Total 2010 Expenses (sum of lines 16 through 23)	\$			<input type="checkbox"/>

Selected Expense Items:	Total Amount			Check If Not Known
	Millions	Thousands	Dollars	
25. Total Compensation <i>(total of all compensation paid to employees that would appear in Box 5 of IRS Form W-3.)</i>	\$			<input type="checkbox"/>
26. Costs of Broadcast Rights: 26a. Amortization <i>(please include in line 17)</i>	\$			<input type="checkbox"/>
26b. Cash Payments <i>(actual payments made in 2010)</i>	\$			<input type="checkbox"/>
27. Music License Fees <i>(please include in line 17)</i>	\$			<input type="checkbox"/>
28. Ratings Services <i>(please include in line 20)</i>	\$			<input type="checkbox"/>
29. Depreciation and Amortization <i>(do not include in line 22) (tangible and intangible assets and leasehold agreements)</i>	\$			<input type="checkbox"/>
30. Interest <i>(do not include in line 22)</i>	\$			<input type="checkbox"/>
31. Corporate Allocation Charges <i>(please include in line 22)</i>	\$			<input type="checkbox"/>
32. Internet Expenses <i>(please include in appropriate line)</i> <i>Is this included in your corporate allocation charges? Yes <input type="checkbox"/> No <input type="checkbox"/></i>	\$			<input type="checkbox"/>

Special Items (do not include in expense categories)	Total Amount			Check If Not Known
	Millions	Thousands	Dollars	
33. Capital Expenditure	\$			<input type="checkbox"/>

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DEFINITIONS

If you have questions, please contact Chris Harper, Hungerford, Aldrin, Nichols & Carter, P.C. (616) 949-3200

REVENUES

National Advertising – Gross cash spot revenue from the sale of station time and paid program revenue commissionable to national or regional rep firms. Do not include trade-out, barter, political advertising or multicast advertising revenue in this category.

Local Advertising – Gross cash spot revenue from the sale of station time, paid program revenue and per inquiry revenue generated by the station's sales staff. Do not include trade-out, barter, political advertising or multicast advertising revenue in this category.

Political Advertising – Sale of station time to political candidates, advocacy campaigns and for political issues.

Gross Advertising Revenues – Revenue before internal salespersons, agency or rep firm commissions but after adjustments.

Agency Commissions – Commissions paid to advertising agencies.

National and Regional Rep Commissions – Commissions paid to national and regional rep agencies, but *not* to station sales personnel.

Network Compensation – Gross revenues from the sale of station time to networks. If you pay your affiliate network for programming include in program expense.

Total Trade-Outs – Trade-outs are any advertising in exchange for goods and/or services. Trade sales should be estimated as the amount of cash the station would have paid for the merchandise or services received.

Bartered Programming – Bartered programming is booked advertising revenue in exchange for syndicated programming. Revenue should be the estimated value of the commercial spots given up in return for the syndicated programming.

Multicast Revenue – Any revenue that is derived directly from your subchannels.

Other Broadcast Revenues – Receipts of all kinds, net of direct expenses, that are NOT from time sales on the station but are related to the promotional efforts of advertisers and/or the station. This would include, but not be limited to, production work, events, Internet revenues and mobile revenues. This also includes rental of studio facilities, fees received for use of station paid talent, and cash retransmission consent revenue received. Do not include tower rent.

Net Revenues – Total of gross advertising revenues, plus network compensation plus trade-outs and barter plus multicast revenue plus other broadcast related revenues minus agency and rep commissions.

SPECIAL ITEMS

Internet Revenue – Net revenue derived from Internet-related endeavors. This would include, but not be limited to direct advertising, advertising that is part of a traditional broadcast spot advertising package, video streaming, podcasting, pre-roll video, paid searches, commissions and product sales net of direct cost. This revenue should already be included in line 10 - Other Broadcast Revenue.

Mobile Revenue – Any revenue that is derived directly from streaming to mobile devices. This revenue should already be included in line 10 - Other Broadcast Revenue

EMPLOYMENT

Full-time Employees – Count all employees as “full-time” when they are employed for 30 hours or more a week as of the last pay period in 2010.

Part-time Employees – All employees working less than 30 hours per week as of the last pay period in 2010.

Total number of part-time hours – Total number of hours of all part-time employees at station from 1/1/10-12/31/10

EXPENSES (Including Salaries)

Engineering – The direct costs of operating and maintaining the studio and transmitter equipment, including salaries and wages and bonuses.

Program – Includes talent fees, music license fees, booked bartered programming, reverse compensation to networks, *amortization of broadcast rights*, etc.

Production – Includes the salaries and wages of those engaged in the production department and other expenses incurred by this department.

News – Includes the salaries and wages of those engaged in the production and presentation of news and other expenses incurred by this department.

Sales – Salaries and wages, commissions, and related other expenses of those engaged in selling air time, including traffic. *Ratings services and other related research are also included.*

Advertising and Promotion – The cost of advertising and promoting the station directed towards prospective audiences and advertisers, including salaries and wages of those engaged in such functions. Include Public Affairs.

General and Administrative – The cost of services, supplies, etc., other than engineering, program, news, sales or advertising and promotion expenses. Also includes utility costs, legal and auditing fees, bad debts and corporate allocation charges and all taxes except federal and state income taxes. **Does not include depreciation & amortization of tangible property & intangible assets, leasehold agreements and interest expenses.**

Total 2010 Expenses – Total of departmental expenses.

SELECTED EXPENSE ITEMS

Total Compensation – The cost of all compensation including all salaries, commissions, bonuses, over-time etc, as reported in Box 5 of IRS Form W-3.

Total Cost of Broadcast Rights – Amortization: The accrual basis expense included in programming expense for syndicated programs (series, booked barter and first run), films, specials, and sports events.

Cash Payment: Actual dollar amount paid in 2010 for syndicated programs (series and first run), films, special, and sports events.

Music License Fees – The cost of license fees payable directly to ASCAP, BMI, SESAC and other similar music licensing organizations for calendar year 2010.

Ratings Services – The cost of audience measurement services.

Depreciation and Amortization – Includes depreciation of tangible and intangible assets (not film or programs), and amortization of leasehold improvements.

Interest – The expense accrued on the station's obligations including notes, bonds and mortgages payable.

Corporate Allocation Charges – Represents amounts paid for management services, including accounting, computer services and management fees to either the home office or an affiliated branch or company under common control.

Internet Expenses – Expenses related to the operation of the station's Internet-related activities. Include any expenses pertaining to internet programming, video streaming, podcasting and other expenses incurred for the generation of internet revenue. Also include any expenses used in the maintenance or operation of the station's web site. Include this expense in appropriate expense line(s).

SPECIAL ITEMS

Capital Expenditures – Total amount spent in 2010 on all purchases of station's capital equipment.