

Texas Association of Broadcasters • 2010 Public Service Questionnaire



Please copy form for each station.
 Questions? Contact Craig Bean or Teresa McNally at (512) 322-9944.

Step 1: Station Information

Call Letters:	Circle one: AM FM FM-HD TV DT -1 DT -2 DT -3 LPTV Streaming
Contact Name:	Market Served:

Step 2: Airtime Donated Please choose ONE - Option (A) or (B)

Complete (A) if you can provide an estimated total of airtime donated for the entire year.

(A)	What is the total dollar amount of public service airtime invoiced between July 1, 2009 – June 30, 2010 for the station listed above?	\$
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Complete (B) to provide a breakdown of airtime donated on a typical day; we'll compute the yearly total.

DAILY	In each box below, estimate the total number of spots for the station reported on this form and value of each spot run during a typical day.					
	ID or 10-20 sec		30 sec		60 sec	
5 am – noon	# /day	\$ /spot	# /day	\$ /spot	# /day	\$ /spot
noon – 6 pm	# /day	\$ /spot	# /day	\$ /spot	# /day	\$ /spot
6 pm – midnight	# /day	\$ /spot	# /day	\$ /spot	# /day	\$ /spot
midnight – 5 am	# /day	\$ /spot	# /day	\$ /spot	# /day	\$ /spot

Step 3: Station Contributions

Estimate the station's total dollar amount in each category. Check one amount in each row or print amount in the last column. *If amount is more than \$1 million, please try to estimate the total.

	\$0	\$1-\$2.5K	\$2.5K-\$7.5K	\$7.5K-\$25K	\$25K-\$100K	\$100K-\$200K	\$200K-\$500K	more than \$500K	OR	Total Estimated Amount*
Annual amount raised for charities										\$
Annual public service staff salaries										\$
Annual value of airtime & production cost for long-form public service programming										\$

Step 4: Debates & Forums

(1)	In the past 12 months, how many political candidate forums were aired by your station? (include debates or other airtime; DO NOT INCLUDE PAID AIRTIME)	
(2)	What is the estimated value of the political airtime described above in (1) if it HAD BEEN SOLD?	\$
(3)	In the past 12 months, how many political candidate forums were offered by your station, but refused by candidates? (include debates or other airtime)	

Fax completed forms to (512) 322-0522

Thank you!

Questions? Contact TAB Public Service Manager Craig Bean at craig@tab.org or call (512) 322-9944.
 Your privacy is important to TAB. No individual station or group information will be released.