

Texas Association of Broadcasters • 2016 Public Service Questionnaire



Questions? Contact Barbara Rodgers at barbara@tab.org or call (512) 322-9944.

Step 1: Station Information (Separate form for each station)

Call Letters:	Select one:	AM	FM	FM-HD	TV/DT-1	DT-2	DT-3	DT-4	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 in 2016 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.

(B)	In each box below, estimate the total number and value of spots aired by the station listed on this form.											
DAILY	ID or 10-20 sec			30 sec			60 sec					
	#	/day	\$	/spot	#	/day	\$	/spot	#	/day	\$	/spot
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: News Efforts (CONFIDENTIAL - No individual station information will be released.)

(1)	During 2016, approximately how much airtime did your station devote to news on a weekly basis?	News coverage (hours per week):
(2)	Does your station do investigative reporting?	Yes <input type="checkbox"/> No <input type="checkbox"/>
(3)	If so, did any of your investigative reporting lead to public policy changes by local or state officials?	Yes <input type="checkbox"/> No <input type="checkbox"/>

Step 4: 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.									Total Estimated Amount*
	\$0	\$1-\$2.5K	\$2.5K-\$7.5K	\$7.5K-\$25K	\$25K-\$100K	\$100K-\$200K	\$200K-\$500K	more than \$500K	OR	
Annual amount raised for charities (other than reported in Step 3 above)										\$
Annual public service staff salaries										\$
Annual value of airtime & production cost for long-form public service programming										\$

Deadline: Tuesday, January 3, 2017 - Thank you!

Questions? Contact TAB Dir. Public Education Partnership Barbara Rodgers at barbara@tab.org or call (512) 322-9944. Your privacy is important to TAB. No individual station or group information will be released.