

**FINANCIAL
REPORT**

Radio

NATIONAL ASSOCIATION OF BROADCASTERS

1958



NATIONAL ASSOCIATION OF BROADCASTERS 1771 N STREET NW, WASHINGTON 6 D.C. DECATUR 2-9300

To: Mr. Walter J. Stiles,
Executive Vice President
Radio Station W O O W
WOOW, Incorporated
P. O. Box 439 - Route 17
Washington, North Carolina 2-4-4

From: Everett E. Revercomb
Secretary-Treasurer

Subject: Person Authorized to
Cast Vote at NAB
Annual Convention,
Chicago, Illinois

Date: February 2, 1959

There will be business sessions scheduled on the agenda of the NAB Annual Convention to be held in Chicago, Illinois, March 15 to 18, 1959. Every member will want to vote on the matters coming before these meetings.

The By-Laws require that each member shall certify "the name of one person for each active membership; which person shall be an owner, partner, officer, or executive whose time is devoted principally to the broadcasting business" of the member. This person is the only one who can act and vote for the station. We want to have as many participants in these meetings as possible. Every member should exercise its right to vote.

At the top of this page is indicated the name of the person on our mailing lists at present authorized to act for and represent this station. If you wish to certify that person merely sign below and return to me. If you desire to make any change in this authorization, please indicate below the name of the person substituted. If we do not hear from you by March 2, we will assume this name is correct and prepare a proper certification card.

All voters' certification cards may be picked up at the Certification Desk during the convention. It will be conveniently located near the Registration Desk in the Lower Lobby of the Conrad Hilton Hotel. May we please have a prompt response to this request.

Everett E. Revercomb

I hereby certify _____ as the person eligible to act and vote for this station at the NAB 1959 Annual Convention. I further certify that he is an owner, partner, officer, or executive whose time is devoted principally to the broadcasting business of this station.

Signature _____

Title _____

Station _____

INTRODUCTION

This report presents information on revenues, expenses, and profits in radio stations. Its basic purpose is to aid station management in evaluating its operations by providing financial yardsticks from comparable stations. The report has two parts.

Part I is a nationwide summary based on the typical radio station in the industry as a whole. The information is too broad to be considered a yardstick for individual stations.

Part II provides financial yardsticks based on the calendar year, 1957. The stations are grouped first according to market size and, secondly, by revenue size. Before looking at the yardstick tables, please read carefully the explanatory material on page 6. If you have any difficulty in finding and using your yardsticks, let us know. We shall give you specific guidance on your problem. Additional information needed to make specialized comparisons will be developed and made available upon request.

The information contained in this bulletin is based on questionnaires mailed to, and returned by radio station management. Excluded from the results are non-commercial facilities, stations operating in the Territories of the United States, and stations which were not on the air throughout the entire 1957 calendar year. More detailed discussion on sample coverage and methodological problems may be found in the Appendix.

All of the figures in this report are labelled as "typical". More specifically, this means that these figures are medians, that is the middle figure, after ranking the stations in a particular market-size or revenue-size category on each of the revenue and expense items. Consequently, 50% of the stations have a revenue or expense figure which is above, or equal to, the "typical" figure and 50% of the stations have a figure which is below, or equal to, the "typical" figure.

This report was prepared for the radio members of the NAB by the Department of Broadcast Personnel and Economics.

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PART I NATIONWIDE SUMMARY

Part I presents 3 pages of nationwide revenue and expense data. From this material you get a financial picture of the typical station in the industry as a whole. This is for your general information only and is too broad to be considered a yardstick for individual stations. The nationwide figures in this section are comparable with those published in last year's survey.

On pages 4 and 5 are bar graphs showing the nationwide trend for the typical station in revenue, expense, and operating ratio from 1955-1956-1957 and 1958 estimated revenue.

Highlights

1957 . . . found the typical radio station with about \$100,000 in total revenue . . . \$90,600 in total expense . . . and a profit margin of about 9¢ on every sales dollar. (See Table 1.)

1957 . . . showed that for every time sales dollar taken in by the typical radio property, 85¢ came from local advertisers, about 15¢ from national and regional advertisers, and less than 1¢ from network sponsors. Out of each expense dollar, 38¢ was spent for general and administrative, 33¢ for programming, 17¢ for selling, and 12¢ for technical. (See "pie" charts on page 4.)

1958 . . . estimates made by broadcasters show total revenue up 2% over 1957.

TABLE 1—REVENUE AND EXPENSE FOR THE TYPICAL RADIO STATION, NATIONWIDE, 1957

The typical **OPERATING RATIO** was **90.9%**

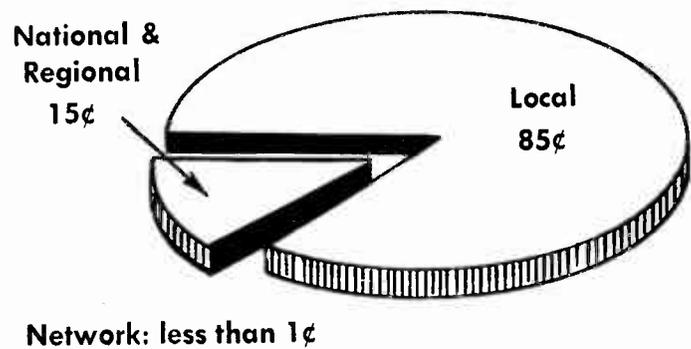
Revenue and Expense Items	Typical Dollar Figures	Typical Percent Figures
TOTAL BROADCAST REVENUE ^a	\$ 99,700	
TOTAL TIME SALES	100,500	100.0%
From:		
Networks ^b	0	0.0
National & regional advertisers	15,100	15.0
Local advertisers	85,400	85.0
TOTAL BROADCAST EXPENSE	\$ 90,600	100.0%
From:		
Technical	10,900	12.0
Program	29,700	32.8
Selling ^c	15,800	17.4
General & administrative	34,200	37.8
TOTAL SALARIES & WAGES (incl. supervision) and all TALENT EXPENSE	52,700	58.2

^a Time sales plus incidental broadcast revenue minus agency and rep. commissions and payments to networks for sale of time.

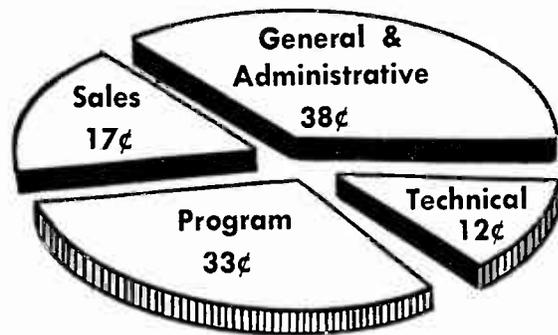
^b For only those stations which were affiliated with nationwide networks, the typical network revenue was \$4,000.

^c Includes all promotion; excludes agency and rep. commissions.

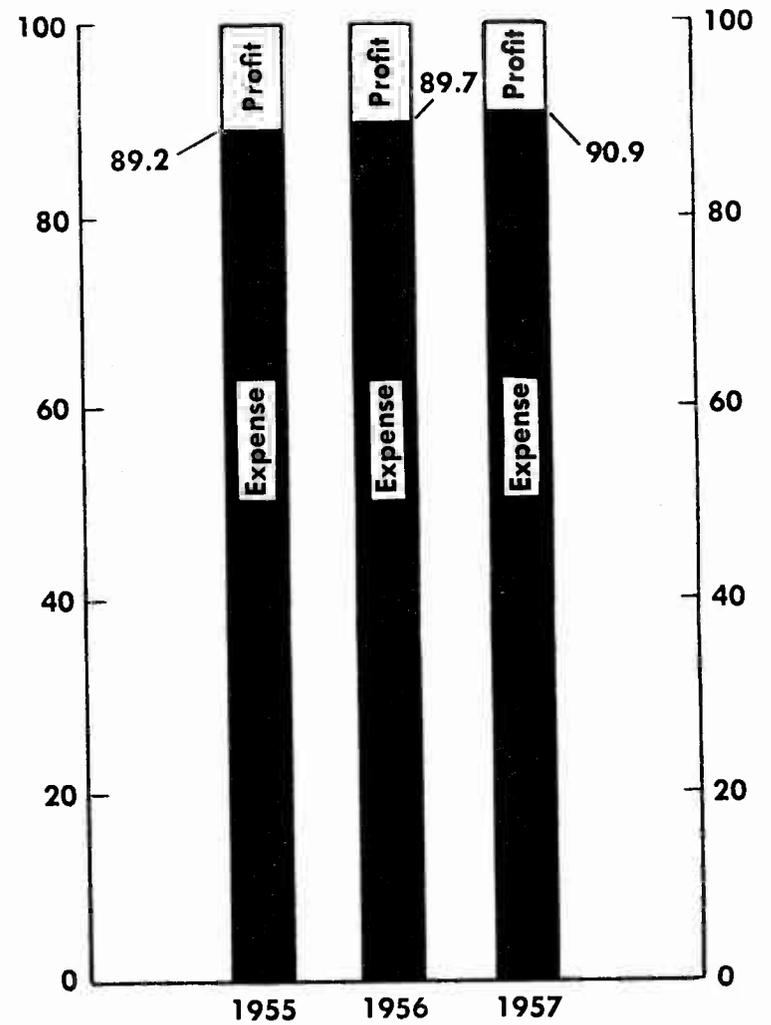
WHERE DOES THE TYPICAL STATION'S TIME SALES DOLLAR COME FROM?



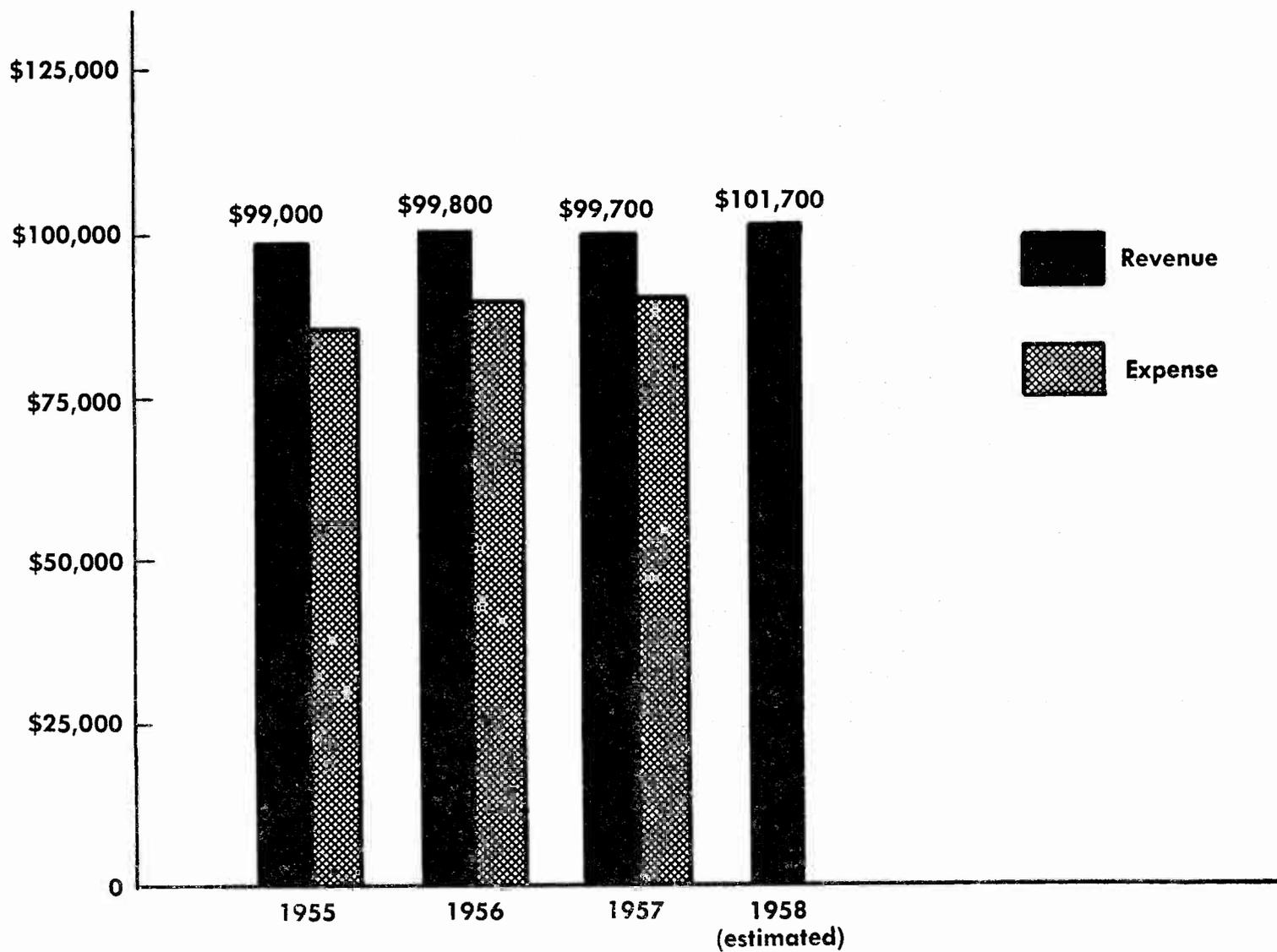
WHERE DOES THE TYPICAL STATION'S EXPENSE DOLLAR GO?



NATIONWIDE TREND IN OPERATING RATIO FOR A TYPICAL RADIO STATION



TRENDS IN REVENUE AND EXPENSE FOR A TYPICAL RADIO STATION, NATIONWIDE



PART II FINANCIAL YARDSTICKS

How to FIND Your Revenue and Expense Yardsticks

1. **Table of Contents . . .** Look at the table of contents on page 2. There, from pages 7-26, you will find a listing of the various market-size and revenue-size yardstick tables. Each market-size and revenue-size grouping is contained on one table. Each table provides two sets of yardstick figures—one for all stations in the grouping and one for just those stations which made a profit during 1957.
2. **Market-Size Yardsticks . . .** On pages 7-16, you will find financial yardsticks arranged by 9 market-size categories. The largest market-size category (population 2.5 million or more) has been divided by revenue size into two tables—the first with stations of \$1 million or more total revenue, the second for those stations with less than \$1 million total revenue. To determine your market size, use the 1957 population figures in Sales Management's annual *Survey of Buying Power* (May 1957). If your city is located within a standard metropolitan area, use the population of the metropolitan area. See the Appendix for further details on the market-size classification scheme.

These are the most refined yardsticks in the report. They provide broadcasters with the most useful yardstick against which to evaluate their own operations.
3. **Revenue-Size Yardsticks . . .** On pages 17-26 you will find financial yardsticks arranged by 10 revenue-size categories. Your revenue size is determined, as in all prior NAB surveys, solely by your total broadcast revenue in 1957.

By not considering market size, this grouping of stations allows a comparison with stations more specifically comparable

in revenue size. The revenue-size breakdown should be especially helpful to those stations which, for one reason or another, feel that the market-size population figures provided by Sales Management do not reflect the real size of their local selling area. The major limitation of this yardstick, unlike the market-size grouping, is that you are unable to judge whether your dollar revenue is in line with that secured by comparable stations.

How to USE Your Revenue and Expense Yardsticks

At the end of each yardstick table there are blank columns headed "Your Station" in which you may enter your figures. Do not overlook the dollar comparisons. They are at least as important as the percent comparisons. Also be sure to evaluate your results against the middle 50% figures as well as the typical figures, since it should not be anticipated that any one station will be perfectly in line with all the typical figures. If your station lost money in 1957 or only made a small profit, you might want to use the yardstick figures for profit-only stations as goals for 1958.

If one or more of your revenue or expense figures are unfavorably out of line with the yardsticks, this does NOT mean that you are necessarily running an inefficient operation, and that the figures which are substantially out of line must be corrected. But it does mean that you should be able to explain WHY it is necessary for the particular figure to deviate from the yardstick. If the explanation is sound, for both the short run and long run, you may not want to consider any changes.

The explanation is what is significant—not just the fact that a particular revenue or expense figure is out of line with that in comparably situated stations.

TABLE 2. REVENUE AND EXPENSE YARDSTICKS, MARKET SIZE 1 (2.5 million pop. or more)—Large Stations (Total Revenue \$1,000,000 or more)

REVENUE AND EXPENSE ITEMS Line No.	ALL STATIONS ^e			PROFIT-ONLY STATIONS			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. OPERATING RATIO ^a		74.0%	66.9%-76.8%		74.0%	66.9%-76.8%		____%
2. TOTAL BROADCAST REVENUE ^b	\$1,821,100		\$1,497,700-\$2,832,700	\$1,821,100		\$1,497,700-\$2,832,700		
3. TOTAL TIME SALES	2,112,600	100.0%	1,536,500- 3,025,200	2,112,600	100.0%	1,536,500- 3,025,200		100%
From:								
4. Networks ^c	114,100	5.4	13,500- 159,500	114,100	5.4	13,500- 159,500		
5. National & regional advertisers	1,345,700	63.7	1,002,100- 2,577,900	1,345,700	63.7	1,002,100- 2,577,900		
6. Local advertisers	652,800	30.9	258,500- 893,700	652,800	30.9	258,500- 893,700		
7. TOTAL BROADCAST EXPENSE	\$1,372,700	100.0%	\$1,118,200-\$2,016,000	\$1,372,700	100.0%	\$1,118,200-\$2,016,000		100%
From:								
8. Technical	210,000	15.3	200,000- 312,800	210,000	15.3	200,000- 312,800		
9. Program	546,300	39.8	376,200- 883,700	546,300	39.8	376,200- 883,700		
10. Selling ^d	277,300	20.2	203,200- 353,600	277,300	20.2	203,200- 353,600		
11. General & administrative	339,100	24.7	277,700- 404,400	339,100	24.7	277,700- 404,400		
12. TOTAL SALARIES & WAGES (including supervision) and all TALENT EXPENSE	823,000	60.0	640,700- 1,155,100	823,000	60.0	640,700- 1,155,100		

^a Derived from each station's total expense divided by total revenue—NOT line 7 divided by line 2.

^b Time sales plus incidental broadcast revenue minus agency and rep. comm. and payment to networks for sale of time.

^c For only those stations which were affiliated with nationwide networks, the typical network revenue was \$139,800 with a middle 50% range of \$121,800-\$191,100; the respective figures for the "profit-only" stations were identical since the same stations were involved.

^d Includes all promotion; excludes agency and rep. comm.

^e There were no "loss" stations in this sample grouping. Consequently, the figures for the all-station breakdown are the same as those for the profit-only breakdown.

TABLE 3. REVENUE AND EXPENSE YARDSTICKS, MARKET SIZE 1 (2.5 million pop. or more)—Small Stations (Total Rev. less than \$1,000,000)

REVENUE AND EXPENSE ITEMS Line No.	ALL STATIONS			PROFIT-ONLY STATIONS			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. OPERATING RATIO ^a		89.3%	83.4%–92.3%		89.0%	82.5%–91.5%		____%
2. TOTAL BROADCAST REVENUE ^b	\$ 185,100		\$ 156,900–\$ 275,100	\$ 185,100		\$ 158,100–\$ 269,500	_____	
3. TOTAL TIME SALES	197,700	100.0%	156,600– 283,300	197,700	100.0%	167,400– 274,800	_____	100%
From:								
4. Networks ^c	0	0.0	0– 0	0	0.0	0– 0	_____	_____
5. National & regional advertisers	24,100	12.2	12,000– 74,800	24,100	12.2	13,400– 77,400	_____	_____
6. Local advertisers	173,600	87.8	133,400– 251,000	173,600	87.8	135,800– 224,000	_____	_____
7. TOTAL BROADCAST EXPENSE	\$ 179,300	100.0%	\$ 132,600–\$ 238,900	\$ 179,300	100.0%	\$ 136,800–\$ 222,700	_____	100%
From:								
8. Technical	24,200	13.5	13,600– 31,300	24,200	13.5	14,000– 29,900	_____	_____
9. Program	49,300	27.5	36,300– 76,100	49,300	27.5	37,900– 74,900	_____	_____
10. Selling ^d	37,800	21.1	25,700– 47,600	37,800	21.1	26,300– 49,600	_____	_____
11. General & administrative	68,000	37.9	50,800– 89,500	68,000	37.9	49,900– 88,700	_____	_____
12. TOTAL SALARIES & WAGES (including supervision) and all TALENT EXPENSE	107,000	59.7	87,500– 151,200	107,000	59.7	92,200– 138,100	_____	_____

^a Derived from each station's total expense divided by total revenue—NOT line 7 divided by line 2.

^b Time sales plus incidental broadcast revenue minus agency and rep. comm. and payment to networks for sale of time.

^c There were less than 6 stations in this sample grouping affiliated with nationwide networks. Consequently, typical network revenue for those stations affiliated with nationwide networks was not calculated for the all-station or the profit-only breakdowns.

^d Includes all promotion; excludes agency and rep. comm.

TABLE 4. REVENUE AND EXPENSE YARDSTICKS, MARKET SIZE 2 (1-2.5 million population)

Line No.	ALL STATIONS			PROFIT-ONLY STATIONS			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. OPERATING RATIO ^a		85.3%	72.8%-90.5%		82.5%	72.3%-88.0%		____%
2. TOTAL BROADCAST REVENUE ^b	\$ 607,500		\$ 248,300-\$ 958,100	\$ 778,000		\$ 305,500-\$1,018,900		
3. TOTAL TIME SALES	598,000	100.0%	248,700- 1,086,600	765,200	100.0%	305,800- 1,141,800		100%
From:								
4. Networks ^c	1,700	0.3	0- 39,600	3,900	0.5	0- 45,600		
5. National & regional advertisers	247,000	41.3	39,600- 630,900	331,300	43.3	49,400- 729,700		
6. Local advertisers	349,300	58.4	191,000- 494,000	430,000	56.2	201,000- 517,400		
7. TOTAL BROADCAST EXPENSE	\$ 511,100	100.0%	\$ 223,600-\$ 688,600	\$ 574,700	100.0%	\$ 282,100-\$ 793,500		100%
From:								
8. Technical	66,900	13.1	34,300- 121,600	80,400	14.0	36,300- 122,100		
9. Program	174,800	34.2	49,900- 219,200	202,900	35.3	53,300- 276,200		
10. Selling ^d	124,200	24.3	38,400- 160,100	134,500	23.4	41,800- 173,700		
11. General & administrative	145,200	28.4	86,900- 200,000	156,900	27.3	102,300- 220,000		
12. TOTAL SALARIES & WAGES (including supervision) and all TALENT EXPENSE	296,900	51.1	131,100- 421,600	326,800	56.9	149,200- 466,400		

^a Derived from each station's total expense divided by total revenue—NOT line 7 divided by line 2.

^b Time sales plus incidental broadcast revenue minus agency and rep. comm. and payment to networks for sale of time.

^c For only those stations which were affiliated with nationwide networks, the typical network revenue was \$45,600 with a middle 50% range of \$7,700-\$71,200; the respective figures for the "profit-only" stations were \$46,500 and \$23,300-\$75,000.

^d Includes all promotion; excludes agency and rep. comm.

TABLE 5. REVENUE AND EXPENSE YARDSTICKS, MARKET SIZE 3 (500,000-1 million population)

Line No.	ALL STATIONS			PROFIT-ONLY STATIONS			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. OPERATING RATIO ^a		92.9%	77.9%–104.2%		81.2%	75.6%–92.7%		—%
2. TOTAL BROADCAST REVENUE ^b	\$ 329,200		\$ 195,000–\$ 488,000	\$ 394,500		\$ 285,000–\$ 547,700		
3. TOTAL TIME SALES	334,600	100.0%	211,500– 554,300	456,800	100.0%	271,600– 609,600		100%
From:								
4. Networks ^c	8,700	2.6	0– 27,600	8,700	1.9	0– 28,000		
5. National & regional advertisers	137,500	41.1	35,500– 256,900	194,600	42.6	64,100– 340,600		
6. Local advertisers	188,400	56.3	128,200– 247,800	253,500	55.5	152,900– 267,500		
7. TOTAL BROADCAST EXPENSE	\$ 306,600	100.0%	\$ 208,200–\$ 389,100	\$ 337,400	100.0%	\$ 227,900–\$ 413,900		100%
From:								
8. Technical	45,700	14.9	23,700– 71,100	45,500	13.5	25,200– 72,500		
9. Program	94,800	30.9	59,800– 131,600	102,900	30.5	68,500– 145,200		
10. Selling ^d	62,200	20.3	43,100– 80,000	69,200	20.5	47,500– 82,800		
11. General & administrative	103,900	33.9	66,500– 140,900	119,800	35.5	79,700– 154,900		
12. TOTAL SALARIES & WAGES (including supervision) and all TALENT EXPENSE	173,200	56.5	113,500– 231,600	183,600	54.4	127,600– 235,800		

^a Derived from each station's total expense divided by total revenue—NOT line 7 divided by line 2.

^b Time sales plus incidental broadcast revenue minus agency and rep. comm. and payment to networks for sale of time.

^c For only those stations which were affiliated with nationwide networks, the typical network revenue was \$18,800 with a middle 50% range of \$8,000-\$37,700; the respective figures for the "profit-only" stations were \$25,400 and \$8,600-\$41,300.

^d Includes all promotion; excludes agency and rep. comm.

TABLE 6. REVENUE AND EXPENSE YARDSTICKS, MARKET SIZE 4 (250,000-500,000 population)

Line No.	ALL STATIONS			PROFIT-ONLY STATIONS			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. OPERATING RATIO ^a		93.3%	84.4%-100.5%		89.2%	78.9%-93.8%		____%
2. TOTAL BROADCAST REVENUE ^b	\$ 217,600		\$ 139,300-\$ 333,800	\$ 266,500		\$ 162,500-\$ 403,400		
3. TOTAL TIME SALES	216,000	100.0%	138,900- 381,800	271,000	100.0%	167,500- 465,400		100%
From:								
4. Networks ^c	5,000	2.3	0- 19,600	4,600	1.7	0- 19,700		
5. National & regional advertisers	68,500	31.7	24,100- 151,400	109,800	40.5	29,000- 178,900		
6. Local advertisers	142,500	66.0	100,500- 190,400	156,600	57.8	108,000- 218,800		
7. TOTAL BROADCAST EXPENSE	\$ 201,000	100.0%	\$ 136,800-\$ 301,400	\$ 233,200	100.0%	\$ 141,700-\$ 329,700		100%
From:								
8. Technical	32,200	16.0	16,700- 45,700	33,600	14.4	19,000- 45,700		
9. Program	59,900	29.8	35,800- 91,500	68,300	29.3	40,000- 93,100		
10. Selling ^d	40,200	20.0	28,000- 60,100	48,500	20.8	29,700- 63,400		
11. General & administrative	68,700	34.2	49,700- 93,300	82,800	35.5	54,100- 104,000		
12. TOTAL SALARIES & WAGES (including supervision) and all TALENT EXPENSE	113,500	56.5	82,900- 173,100	140,200	60.1	92,900- 180,300		

^a Derived from each station's total expense divided by total revenue—NOT line 7 divided by line 2.

^b Time sales plus incidental broadcast revenue minus agency and rep. comm. and payment to networks for sale of time.

^c For only those stations which were affiliated with nationwide networks, the typical network revenue was \$10,600 with a middle 50% range of \$4,600-\$25,800; the respective figures for the "profit-only" stations were \$9,700 and \$4,300-\$26,000.

^d Includes all promotion; excludes agency and rep. comm.

TABLE 7. REVENUE AND EXPENSE YARDSTICKS, MARKET SIZE 5 (100,000-250,000 population)

REVENUE AND EXPENSE ITEMS Line No.	ALL STATIONS			PROFIT-ONLY STATIONS			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. OPERATING RATIO ^a		93.5%	86.1%-102.1%		88.5%	81.9%-93.7%		____%
2. TOTAL BROADCAST REVENUE ^b	\$ 153,900		\$ 113,400-\$ 209,500	\$ 173,900		\$ 118,400-\$ 258,900	_____	
3. TOTAL TIME SALES	154,200	100.0%	111,000- 219,300	173,300	100.0%	120,100- 264,500	_____	100%
From:								
4. Networks ^c	4,800	3.1	0- 12,000	3,600	2.1	0- 12,300	_____	_____
5. National & regional advertisers	38,100	24.7	16,200- 75,700	41,100	23.7	16,700- 90,900	_____	_____
6. Local advertisers	111,300	72.2	76,500- 140,900	128,600	74.2	84,000- 155,800	_____	_____
7. TOTAL BROADCAST EXPENSE	\$ 147,700	100.0%	\$ 112,900-\$ 201,300	\$ 151,400	100.0%	\$ 113,600-\$ 223,100	_____	100%
From:								
8. Technical	23,100	15.6	10,600- 31,800	23,000	15.2	10,400- 33,000	_____	_____
9. Program	45,500	30.8	31,200- 65,700	49,300	32.6	32,300- 75,300	_____	_____
10. Selling ^d	26,400	17.9	17,100- 38,400	28,500	18.8	18,900- 40,800	_____	_____
11. General & administrative	52,700	35.7	36,200- 70,200	50,600	33.4	38,500- 71,900	_____	_____
12. TOTAL SALARIES & WAGES (including supervision) and all TALENT EXPENSE	89,100	60.3	64,700- 115,600	93,400	61.7	66,200- 127,500	_____	_____

^a Derived from each station's total expense divided by total revenue—NOT line 7 divided by line 2.

^b Time sales plus incidental broadcast revenue minus agency and rep. comm. and payment to networks for sale of time.

^c For only those stations which were affiliated with nationwide networks, the typical network revenue was \$8,200 with a middle 50% range of \$4,000-\$16,500; the respective figure for the "profit-only" stations were \$9,300 and \$4,100-\$16,800.

^d Includes all promotion; excludes agency and rep. comm.

TABLE 8. REVENUE AND EXPENSE YARDSTICKS, MARKET SIZE 6 (50,000-100,000 population)

REVENUE AND EXPENSE ITEMS Line No.	ALL STATIONS			PROFIT-ONLY STATIONS			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. OPERATING RATIO ^a		89.6%	82.9%-96.6%		87.5%	82.0%-95.2%		____%
2. TOTAL BROADCAST REVENUE ^b	\$ 145,500		\$ 110,900-\$ 169,900	\$ 149,800		\$ 118,400-\$ 171,400	_____	
3. TOTAL TIME SALES	142,100	100.0%	109,800- 174,100	147,500	100.0%	116,000- 176,600	_____	100%
From:								
4. Networks ^c	2,600	1.8	300- 7,400	2,400	1.6	300- 6,500	_____	_____
5. National & regional advertisers	28,500	20.1	8,200- 38,800	27,100	18.4	8,600- 39,000	_____	_____
6. Local advertisers	111,000	78.1	80,200- 133,900	118,000	80.0	93,900- 137,700	_____	_____
7. TOTAL BROADCAST EXPENSE	\$ 131,200	100.0%	\$ 103,600-\$ 154,600	\$ 131,100	100.0%	\$ 105,500-\$ 158,300	_____	100%
From:								
8. Technical	17,200	13.1	12,100- 21,900	17,700	13.5	12,200- 22,300	_____	_____
9. Program	41,600	31.7	33,800- 50,200	40,800	31.1	34,400- 49,600	_____	_____
10. Selling ^d	23,600	18.0	18,200- 31,200	23,500	17.9	18,100- 31,600	_____	_____
11. General & administrative	48,800	37.2	32,800- 59,300	49,100	37.5	33,000- 60,600	_____	_____
12. TOTAL SALARIES & WAGES (including supervision) and all TALENT EXPENSE	75,900	57.8	56,800- 98,900	76,700	58.5	57,800- 102,400	_____	_____

^a Derived from each station's total expense divided by total revenue—NOT line 7 divided by line 2.

^b Time sales plus incidental broadcast revenue minus agency and rep. comm. and payment to networks for sale of time.

^c For only those stations which were affiliated with nationwide networks, the typical network revenue was \$3,200 with a middle 50% range of \$1,600-\$8,300; the respective figures for the "profit-only" stations were \$3,100 and \$1,100-\$7,700.

^d Includes all promotion; excludes agency and rep. comm.

TABLE 9. REVENUE AND EXPENSE YARDSTICKS, MARKET SIZE 7 (25,000-50,000 population)

REVENUE AND EXPENSE ITEMS Line No.	ALL STATIONS			PROFIT-ONLY STATIONS			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. OPERATING RATIO ^a		92.0%	83.2%-96.9%		87.5%	81.4%-93.6%		____%
2. TOTAL BROADCAST REVENUE ^b	\$ 100,500		\$ 78,100-\$ 137,800	\$ 108,300		\$ 81,900-\$ 147,900	_____	_____
3. TOTAL TIME SALES	102,000	100.0%	79,500- 137,300	106,300	100.0%	84,500- 140,800	_____	100%
From:								
4. Networks ^c	200	0.2	0- 1,900	200	0.2	0- 1,900	_____	_____
5. National & regional advertisers	16,800	16.5	9,000- 22,300	17,600	16.6	9,400- 22,800	_____	_____
6. Local advertisers	85,000	83.3	65,100- 118,100	88,500	83.2	68,100- 129,700	_____	_____
7. TOTAL BROADCAST EXPENSE	\$ 93,300	100.0%	\$ 74,200-\$ 128,200	\$ 96,900	100.0%	\$ 74,200-\$ 135,300	_____	100%
From:								
8. Technical	12,000	12.8	7,600- 16,700	12,000	12.4	7,300- 16,500	_____	_____
9. Program	31,200	33.5	20,900- 40,300	32,900	33.9	21,700- 41,300	_____	_____
10. Selling ^d	17,000	18.2	11,200- 22,800	17,000	17.6	11,200- 23,300	_____	_____
11. General & administrative	33,100	35.5	25,300- 48,300	35,000	36.1	26,400- 48,800	_____	_____
12. TOTAL SALARIES & WAGES (including supervision) and all TALENT EXPENSE	54,100	58.0	41,700- 71,000	55,500	57.3	41,700- 73,100	_____	_____

^a Derived from each station's total expense divided by total revenue—NOT line 7 divided by line 2.

^b Time sales plus incidental broadcast revenue minus agency and rep. comm. and payment to networks for sale of time.

^c For only those stations which were affiliated with nationwide networks, the typical network revenue was \$1,000 with a middle 50% range of \$100-\$3,800; the respective figures for the "profit-only" stations were \$1,100 and \$200-\$3,600.

^d Includes all promotion; excludes agency and rep. comm.

TABLE 10. REVENUE AND EXPENSE YARDSTICKS, MARKET SIZE 8 (10,000-25,000 population)

REVENUE AND EXPENSE ITEMS Line No.	ALL STATIONS			PROFIT-ONLY STATIONS			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. OPERATING RATIO ^a		89.3%	83.6%-96.3%		87.7%	82.3%-93.3%		____%
2. TOTAL BROADCAST REVENUE ^b	\$ 98,500		\$ 72,700-\$ 121,400	\$ 100,900		\$ 75,100-\$ 124,200	_____	_____
3. TOTAL TIME SALES	98,300	100.0%	70,600- 122,500	100,900	100.0%	75,800- 123,600	_____	100%
From:								
4. Networks ^c	0	0.0	0- 2,900	0	0.0	0- 2,400	_____	_____
5. National & regional advertisers	12,600	12.8	4,600- 20,700	12,700	12.6	5,500- 21,000	_____	_____
6. Local advertisers	85,700	87.2	57,600- 98,700	88,200	87.4	62,800- 98,900	_____	_____
7. TOTAL BROADCAST EXPENSE	\$ 87,300	100.0%	\$ 63,400-\$ 109,300	\$ 86,800	100.0%	\$ 64,900-\$ 109,300	_____	100%
From:								
8. Technical	9,500	10.9	6,100- 14,600	9,300	10.7	6,300- 13,800	_____	_____
9. Program	28,400	32.5	20,700- 35,300	28,600	33.0	21,700- 35,900	_____	_____
10. Selling ^d	14,400	16.5	9,200- 19,300	14,300	16.5	9,100- 19,400	_____	_____
11. General & administrative	35,000	40.1	22,400- 46,800	34,500	39.8	22,400- 47,800	_____	_____
12. TOTAL SALARIES & WAGES (including supervision) and all TALENT EXPENSE	50,500	57.8	36,700- 63,000	50,700	58.4	37,300- 66,200	_____	_____

^a Derived from each station's total expense divided by total revenue—NOT line 7 divided by line 2.

^b Time sales plus incidental broadcast revenue minus agency and rep. comm. and payment to networks for sale of time.

^c For only those stations which were affiliated with nationwide networks, the typical network revenue was \$600 with a middle 50% range of \$0-\$5,000; the respective figures for the "profit-only" stations were \$500 and \$0-\$5,200.

^d Includes all promotion; excludes agency and rep. comm.

TABLE 11. REVENUE AND EXPENSE YARDSTICKS, MARKET SIZE 9 (less than 10,000 population)

REVENUE AND EXPENSE ITEMS Line No.	ALL STATIONS			PROFIT-ONLY STATIONS			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. OPERATING RATIO ^a		91.6%	82.6%–98.4%		88.2%	79.4%–94.9%		_____ %
2. TOTAL BROADCAST REVENUE ^b	\$ 62,200		\$ 49,800–\$ 78,100	\$ 63,400		\$ 52,800–\$ 81,200	_____	_____
3. TOTAL TIME SALES	62,200	100.0%	48,600– 77,500	63,200	100.0%	50,600– 79,700	_____	100%
From:								
4. Networks ^c	0	0.0	0– 0	0	0.0	0– 0	_____	_____
5. National & regional advertisers	4,300	6.9	1,300– 9,100	4,500	7.1	1,400– 9,300	_____	_____
6. Local advertisers	57,900	93.1	43,700– 69,500	58,700	92.9	45,000– 72,900	_____	_____
7. TOTAL BROADCAST EXPENSE	\$ 56,200	100.0%	\$ 43,400–\$ 69,500	\$ 55,300	100.0%	\$ 44,500–\$ 71,400	_____	100%
From:								
8. Technical	7,100	12.6	4,800– 10,200	6,500	11.7	4,700– 9,900	_____	_____
9. Program	18,100	32.3	12,100– 24,100	18,200	32.9	12,300– 24,100	_____	_____
10. Selling ^d	8,600	15.3	5,600– 12,600	8,400	15.2	5,500– 12,200	_____	_____
11. General & administrative	22,400	39.8	14,800– 29,000	22,200	40.2	15,500– 29,100	_____	_____
12. TOTAL SALARIES & WAGES (including supervision) and all TALENT EXPENSE	31,700	56.4	21,300– 41,600	31,700	57.3	22,000– 42,500	_____	_____

^a Derived from each station's total expense divided by total revenue—NOT line 7 divided by line 2.

^b Time sales plus incidental broadcast revenue minus agency and rep. comm. and payment to networks for sale of time.

^c For only those stations which were affiliated with nationwide networks, the typical network revenue was \$200 with a middle 50% range of \$0-\$2,200; the respective figures for the "profit-only" stations were \$300 and \$0-\$1,900.

^d Includes all promotion; excludes agency and rep. comm.

TABLE 12. REVENUE AND EXPENSE YARDSTICKS, REVENUE SIZE 1 (\$750,000 and over)

REVENUE AND EXPENSE ITEMS Line No.	ALL STATIONS ^e			PROFIT-ONLY STATIONS			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. OPERATING RATIO ^a		75.8%	68.4%–81.3%		75.8%	68.4%–81.3%		____%
2. TOTAL BROADCAST REVENUE ^b	\$1,127,000		\$ 881,800–\$1,785,100	\$1,127,000		\$ 881,800–\$1,785,100	_____	
3. TOTAL TIME SALES	1,281,300	100.0%	1,008,100– 2,136,800	1,281,300	100.0%	1,008,100– 2,136,800	_____	100%
From:								
4. Networks ^c	39,700	3.1	500– 101,300	39,700	3.1	500– 101,300	_____	_____
5. National & regional advertisers	811,100	63.3	581,000– 1,301,300	811,100	63.3	581,000– 1,301,300	_____	_____
6. Local advertisers	430,500	33.6	247,100– 635,600	430,500	33.6	247,100– 635,600	_____	_____
7. TOTAL BROADCAST EXPENSE	\$ 916,200	100.0%	\$ 673,200–\$1,315,100	\$ 916,200	100.0%	\$ 673,200– 1,315,100	_____	100%
From:								
8. Technical	162,200	17.7	108,200– 211,300	162,200	17.7	108,200– 211,300	_____	_____
9. Program	313,300	34.2	212,300– 490,800	313,300	34.2	212,300– 490,800	_____	_____
10. Selling ^d	183,200	20.0	140,400– 279,700	183,200	20.0	140,400– 279,700	_____	_____
11. General & administrative	257,500	28.1	183,900– 329,400	257,500	28.1	183,900– 329,400	_____	_____
12. TOTAL SALARIES & WAGES (including supervision) and all TALENT EXPENSE	537,600	58.7	378,500– 803,400	537,600	58.7	378,500– 803,400	_____	_____

^a Derived from each station's total expense divided by total revenue—NOT line 7 divided by line 2.

^b Time sales plus incidental broadcast revenue minus agency and rep. comm. and payment to networks for sale of time.

^c For only those stations which were affiliated with nationwide networks, the typical network revenue was \$72,400 with a middle 50% range of \$41,500-\$128,000; the respective figures for the "profit-only" stations were identical since the same stations were involved.

^d Includes all promotion; excludes agency and rep. comm.

^e There were no "loss" stations in this sample revenue-size grouping. Consequently, the figures for the all-station breakdown are the same as those for the profit-only breakdown.

TABLE 13. REVENUE AND EXPENSE YARDSTICKS, REVENUE SIZE 2 (\$500,000-\$750,000)

REVENUE AND EXPENSE ITEMS Line No.	ALL STATIONS			PROFIT-ONLY STATIONS			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. OPERATING RATIO ^a		78.7%	68.6%-86.3%		77.9%	68.1%-82.5%		____%
2. TOTAL BROADCAST REVENUE ^b	\$ 551,800		\$ 533,900-\$ 612,400	\$ 547,300		\$ 527,900-\$ 611,300		
3. TOTAL TIME SALES	616,300	100.0%	579,700- 703,500	614,600	100.0%	580,300- 702,300		100%
From:								
4. Networks ^c	29,000	4.7	13,500- 50,500	28,300	4.6	13,700- 49,200		
5. National & regional advertisers	313,100	50.8	228,300- 466,100	321,400	52.3	256,000- 452,300		
6. Local advertisers	274,200	44.5	207,600- 357,500	264,900	43.1	209,800- 327,800		
7. TOTAL BROADCAST EXPENSE	\$ 440,200	100.0%	\$ 370,200-\$ 499,100	\$ 424,900	100.0%	\$ 370,100-\$ 471,300		100%
From:								
8. Technical	75,700	17.2	56,500- 90,400	74,400	17.5	50,900- 89,600		
9. Program	158,500	36.0	127,400- 166,700	154,700	36.4	127,700- 165,700		
10. Selling ^d	73,500	16.7	59,200- 93,200	70,900	16.7	59,900- 90,600		
11. General & administrative	132,500	30.1	110,200- 161,100	124,900	29.4	105,600- 158,400		
12. TOTAL SALARIES & WAGES (including supervision) and all TALENT EXPENSE	258,500	58.7	205,300- 291,000	254,800	60.0	204,900- 274,700		

^a Derived from each station's total expense divided by total revenue—NOT line 7 divided by line 2.

^b Time sales plus incidental broadcast revenue minus agency and rep. comm. and payment to networks for sale of time.

^c For only those stations which were affiliated with nationwide networks, the typical network revenue was \$30,600 with a middle 50% range of \$16,400-\$53,100; the respective figures for the "profit-only" stations were \$28,800 and \$17,400-\$51,800.

^d Includes all promotion; excludes agency and rep. comm.

TABLE 14. REVENUE AND EXPENSE YARDSTICKS, REVENUE SIZE 3 (\$300,000-\$500,000)

REVENUE AND EXPENSE ITEMS Line No.	ALL STATIONS			PROFIT-ONLY STATIONS			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. OPERATING RATIO ^a		89.8%	75.7%-94.3%		88.3%	75.2%-93.3%		____%
2. TOTAL BROADCAST REVENUE ^b	\$ 368,400		\$ 330,000-\$ 414,100	\$ 372,400		\$ 335,100-\$ 421,100	_____	_____
3. TOTAL TIME SALES	397,200	100.0%	346,700- 468,000	402,000	100.0%	345,500- 469,100	_____	100%
From:								
4. Networks ^c	9,600	2.4	0- 19,700	9,700	2.4	0- 19,700	_____	_____
5. National & regional advertisers	165,200	41.6	110,200- 222,300	170,400	42.4	110,200- 222,300	_____	_____
6. Local advertisers	222,400	56.0	170,500- 264,500	221,900	55.2	169,100- 264,500	_____	_____
7. TOTAL BROADCAST EXPENSE	\$ 330,400	100.0%	\$ 288,000-\$ 361,900	\$ 322,600	100.0%	\$ 275,200-\$ 354,300	_____	100%
From:								
8. Technical	54,200	16.4	34,200- 69,300	51,000	15.8	30,900- 61,600	_____	_____
9. Program	97,800	29.6	80,800- 115,300	95,200	29.5	76,600- 108,200	_____	_____
10. Selling ^d	67,700	20.5	53,700- 82,700	65,800	20.4	52,400- 78,800	_____	_____
11. General & administrative	110,700	33.5	84,100- 130,600	110,600	34.3	81,200- 127,400	_____	_____
12. TOTAL SALARIES & WAGES (including supervision) and all TALENT EXPENSE	180,600	54.7	159,000- 218,000	177,500	55.0	158,500- 215,200	_____	_____

^a Derived from each station's total expense divided by total revenue—NOT line 7 divided by line 2.

^b Time sales plus incidental broadcast revenue minus agency and rep. comm. and payment to networks for sale of time.

^c For only those stations which were affiliated with nationwide networks, the typical network revenue was \$17,100 with a middle 50% range of \$9,400-\$26,800; the respective figures for the "profit-only" stations were \$16,300 and \$9,400-\$27,000.

^d Includes all promotion; excludes agency and rep. comm.

TABLE 15. REVENUE AND EXPENSE YARDSTICKS, REVENUE SIZE 4 (\$200,000-\$300,000)

REVENUE AND EXPENSE ITEMS Line No.	ALL STATIONS			PROFIT-ONLY STATIONS			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. OPERATING RATIO ^a		89.0%	83.7%–94.1%		87.5%	82.9%–90.8%		____%
2. TOTAL BROADCAST REVENUE ^b	\$ 248,900		\$ 220,000–\$ 266,700	\$ 243,500		\$ 216,700–\$ 266,300		
3. TOTAL TIME SALES	245,200	100.0%	220,000– 281,500	242,900	100.0%	219,900– 274,200		100%
From:								
4. Networks ^c	3,900	1.6	0– 12,100	1,700	0.7	0– 10,000		
5. National & regional advertisers	66,000	26.9	34,300– 104,000	64,800	26.7	33,800– 103,500		
6. Local advertisers	175,300	71.5	138,000– 197,700	176,400	72.6	137,500– 197,400		
7. TOTAL BROADCAST EXPENSE	\$ 214,900	100.0%	\$ 188,900–\$ 241,700	\$ 210,900	100.0%	\$ 187,900–\$ 235,000		100%
From:								
8. Technical	30,300	14.1	20,300– 38,000	26,800	12.7	19,700– 35,000		
9. Program	67,500	31.4	55,200– 79,400	65,400	31.0	53,800– 76,900		
10. Selling ^d	39,300	18.3	32,700– 50,200	40,100	19.0	32,200– 47,700		
11. General & administrative	77,800	36.2	64,600– 88,000	78,600	37.3	61,500– 86,600		
12. TOTAL SALARIES & WAGES (including supervision) and all TALENT EXPENSE	126,500	58.9	110,600– 152,400	121,400	57.6	110,200– 142,600		

^a Derived from each station's total expense divided by total revenue—NOT line 7 divided by line 2.

^b Time sales plus incidental broadcast revenue minus agency and rep. comm. and payment to networks for sale of time.

^c For only those stations which were affiliated with nationwide networks, the typical network revenue was \$9,300 with a middle 50% range of \$4,100-\$19,500; the respective figures for the "profit-only" stations were \$8,900 and \$2,600-\$16,100.

^d Includes all promotion; excludes agency and rep. comm.

TABLE 16. REVENUE AND EXPENSE YARDSTICKS, REVENUE SIZE 5 (\$150,000-\$200,000)

REVENUE AND EXPENSE ITEMS Line No.	ALL STATIONS			PROFIT-ONLY STATIONS			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. OPERATING RATIO ^a		90.6%	84.9%–100.7%		87.7%	82.2%–92.2%		____%
2. TOTAL BROADCAST REVENUE ^b	\$ 167,800		\$ 159,000–\$ 180,100	\$ 167,800		\$ 158,700–\$ 180,000	_____	
3. TOTAL TIME SALES	171,200	100.0%	156,000– 186,300	170,400	100.0%	153,200– 183,100	_____	100%
From:								
4. Networks ^c	2,100	1.2	0– 8,500	1,000	0.6	0– 5,900	_____	
5. National & regional advertisers	32,700	19.1	20,100– 47,700	27,300	16.0	18,100– 37,900	_____	
6. Local advertisers	136,400	79.7	117,000– 144,400	142,100	83.4	121,000– 146,400	_____	
7. TOTAL BROADCAST EXPENSE	\$ 151,500	100.0%	\$ 139,300–\$ 170,100	\$ 144,900	100.0%	\$ 136,700–\$ 158,300	_____	100%
From:								
8. Technical	20,500	13.5	14,900– 27,000	19,400	13.4	13,600– 25,500	_____	
9. Program	46,200	30.5	38,600– 57,500	44,500	30.7	37,900– 53,100	_____	
10. Selling ^d	29,400	19.4	23,300– 36,400	27,800	19.2	22,800– 33,200	_____	
11. General & administrative	55,400	36.6	44,700– 66,000	53,200	36.7	43,300– 59,600	_____	
12. TOTAL SALARIES & WAGES (including supervision) and all TALENT EXPENSE	92,200	60.9	81,700– 102,200	87,200	60.2	80,600– 98,600	_____	

^a Derived from each station's total expense divided by total revenue—NOT line 7 divided by line 2.

^b Time sales plus incidental broadcast revenue minus agency and rep. comm. and payment to networks for sale of time.

^c For only those stations which were affiliated with nationwide networks, the typical network revenue was \$5,300 with a middle 50% range of \$1,600-\$11,000; the respective figures for the "profit-only" stations were \$2,600 and \$900-\$8,700.

^d Includes all promotion; excludes agency and rep. comm.

TABLE 17. REVENUE AND EXPENSE YARDSTICKS, REVENUE SIZE 6 (\$125,000-\$150,000)

REVENUE AND EXPENSE ITEMS Line No.	ALL STATIONS			PROFIT-ONLY STATIONS			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. OPERATING RATIO ^a		92.7%	85.1%-97.2%		90.5%	84.7%-94.7%		____%
2. TOTAL BROADCAST REVENUE ^b	\$ 137,600		\$ 128,900-\$ 144,700	\$ 137,600		\$ 129,100-\$ 145,100	_____	
3. TOTAL TIME SALES	138,700	100.0%	127,800- 149,500	138,700	100.0%	127,100- 147,100	_____	100%
From:								
4. Networks ^c	3,500	2.5	0- 7,000	2,200	1.6	0- 6,600	_____	_____
5. National & regional advertisers	25,000	18.0	14,000- 43,800	23,900	17.2	11,900- 41,800	_____	_____
6. Local advertisers	110,200	79.5	93,300- 115,600	112,600	81.2	93,700- 118,300	_____	_____
7. TOTAL BROADCAST EXPENSE	\$ 124,700	100.0%	\$ 117,700-\$ 135,600	\$ 121,700	100.0%	\$ 116,300-\$ 131,300	_____	100%
From:								
8. Technical	15,800	12.7	11,700- 21,800	14,900	12.3	11,400- 20,300	_____	_____
9. Program	38,400	30.8	32,400- 44,800	38,500	31.6	32,100- 44,000	_____	_____
10. Selling ^d	22,200	17.8	17,300- 28,500	21,400	17.6	16,600- 28,000	_____	_____
11. General & administrative	48,300	38.7	38,100- 55,800	46,900	38.5	37,300- 53,500	_____	_____
12. TOTAL SALARIES & WAGES (including supervision) and all TALENT EXPENSE	74,900	60.1	63,900- 87,500	73,500	60.4	63,100- 86,700	_____	_____

^a Derived from each station's total expense divided by total revenue—NOT line 7 divided by line 2.

^b Time sales plus incidental broadcast revenue minus agency and rep. comm. and payment to networks for sale of time.

^c For only those stations which were affiliated with nationwide networks, the typical network revenue was \$4,400 with a middle 50% range of \$800-\$7,300; the respective figures for the "profit-only" stations were \$3,900 and \$0-\$6,600.

^d Includes all promotion; excludes agency and rep. comm.

TABLE 18. REVENUE AND EXPENSE YARDSTICKS, REVENUE SIZE 7 (\$100,000-\$125,000)

REVENUE AND EXPENSE ITEMS Line No.	ALL STATIONS			PROFIT-ONLY STATIONS			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. OPERATING RATIO ^a		93.8%	85.9%-99.5%		89.3%	83.9%-95.8%		____%
2. TOTAL BROADCAST REVENUE ^b	\$ 114,100		\$ 107,800-\$ 119,500	\$ 113,800		\$ 107,200-\$ 118,200	_____	
3. TOTAL TIME SALES From	115,000	100.0%	106,400- 121,100	114,700	100.0%	105,200- 120,000	_____	100%
4. Networks ^c	700	0.6	0- 4,300	100	0.1	0- 2,900	_____	_____
5. National & regional advertisers	16,600	14.4	6,700- 24,800	15,700	13.7	5,700- 20,400	_____	_____
6. Local advertisers	97,700	85.0	81,800- 104,800	98,900	86.2	82,400- 106,100	_____	_____
7. TOTAL BROADCAST EXPENSE From:	\$ 106,900	100.0%	\$ 94,400-\$ 115,400	\$ 102,100	100.0%	\$ 90,900-\$ 110,700	_____	100%
8. Technical	12,900	12.1	8,500- 19,300	11,800	11.6	8,100- 18,700	_____	_____
9. Program	33,600	31.4	26,600- 40,200	32,700	32.0	26,100- 37,400	_____	_____
10. Selling ^d	19,700	18.4	14,100- 22,600	18,300	17.9	13,400- 21,200	_____	_____
11. General & administrative	40,700	38.1	32,000- 48,000	39,300	38.5	30,500- 45,500	_____	_____
12. TOTAL SALARIES & WAGES (including supervision) and all TALENT EXPENSE	62,100	58.1	53,400- 69,800	59,500	58.3	52,100- 67,900	_____	_____

^a Derived from each station's total expense divided by total revenue—NOT line 7 divided by line 2.

^b Time sales plus incidental broadcast revenue minus agency and rep. comm. and payment to networks for sale of time.

^c For only those stations which were affiliated with nationwide networks, the typical network revenue was \$3,700 with a middle 50% range of \$1,000-\$7,900; the respective figures for the "profit-only" stations were \$2,800 and \$200-\$6,800.

^d Includes all promotion; excludes agency and rep. comm.

TABLE 19. REVENUE AND EXPENSE YARDSTICKS, REVENUE SIZE 8 (\$75,000-\$100,000)

REVENUE AND EXPENSE ITEMS Line No.	ALL STATIONS			PROFIT-ONLY STATIONS			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. OPERATING RATIO ^a		93.3%	82.7%-100.4%		88.0%	79.9%-93.9%		____%
2. TOTAL BROADCAST REVENUE ^b	\$ 85,200		\$ 79,900-\$ 93,900	\$ 85,100		\$ 79,100-\$ 94,000		
3. TOTAL TIME SALES	85,400	100.0%	79,900- 93,900	85,400	100.0%	79,400- 93,100		100%
From:								
4. Networks ^c	0	0.0	0- 1,700	0	0.0	0- 700		
5. National & regional advertisers	9,100	10.7	4,400- 16,800	7,800	9.1	3,300- 13,000		
6. Local advertisers	76,300	89.3	67,800- 81,100	77,600	90.9	69,100- 81,900		
7. TOTAL BROADCAST EXPENSE	\$ 79,300	100.0%	\$ 71,400-\$ 89,500	\$ 74,400	100.0%	\$ 67,800-\$ 82,200		100%
From:								
8. Technical	9,200	11.6	6,100- 13,400	7,800	10.5	5,100- 11,500		
9. Program	25,900	32.7	20,900- 31,000	24,000	32.3	20,900- 29,300		
10. Selling ^d	13,300	16.8	10,400- 16,800	12,700	17.1	9,200- 15,300		
11. General & administrative	30,900	38.9	24,600- 35,400	29,900	40.1	22,500- 34,200		
12. TOTAL SALARIES & WAGES (including supervision) and all TALENT EXPENSE	46,300	58.4	38,700- 53,800	43,300	58.2	37,400- 49,100		

^a Derived from each station's total expense divided by total revenue—NOT line 7 divided by line 2.

^b Time sales plus incidental broadcast revenue minus agency and rep. comm. and payment to networks for sale of time.

^c For only those stations which were affiliated with nationwide networks, the typical network revenue was \$2,200 with a middle 50% range of \$0-\$4,600; the respective figures for the "profit-only" stations were \$900 and \$0-\$3,300.

^d Includes all promotion; excludes agency and rep. comm.

TABLE 20. REVENUE AND EXPENSE YARDSTICKS, REVENUE SIZE 9 (\$50,000-\$75,000)

REVENUE AND EXPENSE ITEMS Line No.	ALL STATIONS			PROFIT-ONLY STATIONS			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. OPERATING RATIO ^a		93.2%	85.7%-99.7%		90.7%	83.8%-95.7%		—%
2. TOTAL BROADCAST REVENUE ^b	\$ 62,300		\$ 57,200-\$ 67,800	\$ 62,300		\$ 56,600-\$ 67,800		
3. TOTAL TIME SALES	62,400	100.0%	56,600- 68,500	62,200	100.0%	56,600- 68,500		100%
From:								
2 Networks ^c	0	0.0	0- 100	0	0.0	0- 100		
3 National & regional advertisers	4,900	7.9	2,100- 9,800	5,100	8.2	2,200- 10,200		
4 Local advertisers	57,500	92.1	48,500- 60,900	57,100	91.8	48,200- 60,500		
1. TOTAL BROADCAST EXPENSE	\$ 56,300	100.0%	\$ 51,300-\$ 64,900	53,700	100.0%	49,400- 61,100		100%
From:								
2. Technical	6,600	11.8	5,000- 9,100	6,400	11.9	4,800- 9,000		
3. Program	18,300	32.6	14,500- 23,000	17,700	32.9	14,100- 22,200		
4. Selling ^d	8,900	15.8	6,400- 12,200	7,400	13.9	5,800- 11,200		
5. General & administrative	22,500	39.9	16,900- 28,600	22,200	41.3	16,200- 27,300		
12. TOTAL SALARIES & WAGES (including supervision) and all TALENT EXPENSE	32,400	57.5	27,000- 37,900	30,900	57.5	25,700- 35,400		

^a Derived from each station's total expense divided by total revenue—NOT line 7 divided by line 2.

^b Time sales plus incidental broadcast revenue minus agency and rep. comm. and payment to networks for sale of time.

^c For only those stations which were affiliated with nationwide networks, the typical network revenue was \$100 with a middle 50% range of \$0-\$400; the respective figures for the "profit-only" stations were \$100 and \$0-\$300.

^d Includes all promotion; excludes agency and rep. comm.

TABLE 21. REVENUE AND EXPENSE YARDSTICKS, REVENUE SIZE 10 (Less than \$50,000)

REVENUE AND EXPENSE ITEMS	ALL STATIONS			PROFIT-ONLY STATIONS			YOUR STATION	
	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Typical Dollar Figures	Typical Percent Figures	Middle 50% Range	Dollar Figures	Percent Figures
	Col. 1	Col. 2	Col. 3	Col. 4	Col. 5	Col. 6	Col. 7	Col. 8
1. OPERATING RATIO ^a		95.3%	84.4%-105.7%		85.6%	78.9%-94.7%		—%
2. TOTAL BROADCAST REVENUE ^b	\$ 41,000		\$ 33,000-\$ 46,000	\$ 41,900		\$ 34,500-\$ 46,800		
3. TOTAL TIME SALES	40,900	100.0%	32,800- 45,900	42,000	100.0%	34,600- 46,000		100%
From:								
4. Networks ^c	0	0.0	0- 0	0	0.0	0- 0		
5. National & regional advertisers	2,200	5.3	600- 4,900	1,600	3.8	500- 5,100		
6. Local advertisers	38,700	94.7	29,500- 40,800	40,400	96.2	31,900- 41,500		
7. TOTAL BROADCAST EXPENSE	\$ 37,100	100.0%	\$ 32,900-\$ 43,600	\$ 34,700	100.0%	\$ 29,200-\$ 40,700		100%
From:								
8. Technical	5,600	15.1	3,300- 7,800	5,600	16.0	3,300- 6,500		
9. Program	12,600	33.9	10,000- 15,400	12,600	36.4	10,000- 14,300		
10. Selling ^d	5,700	15.5	3,400- 7,000	4,900	14.2	2,300- 6,500		
11. General & administrative	13,200	35.5	9,700- 17,000	11,600	33.4	9,200- 15,200		
12. TOTAL SALARIES & WAGES (including supervision) and all TALENT EXPENSE	21,200	57.1	18,200- 26,500	20,000	57.6	17,300- 25,200		

^a Derived from each station's total expense divided by total revenue—NOT line 7 divided by line 2.

^b Time sales plus incidental broadcast revenue minus agency and rep. comm. and payment to networks for sale of time.

^c For only those stations which were affiliated with nationwide networks, the typical network revenue was \$700 with a middle 50% range of \$100-\$3,200; the respective figures for the "profit-only" stations were \$400 and \$200-\$3,300.

^d Includes all promotion; excludes agency and rep. comm.

APPENDIX

1. Coverage of the Sample

The results of this study are based on questionnaires mailed to the entire radio station broadcasting industry and covering the 1957 calendar year. During the year there were approximately 3,020 radio stations in operation. But the universe for this survey (i.e., total number of stations which could have returned usable questionnaires) is only 2,916—the total number of operating stations (3,020) minus 126 stations which did not operate throughout the entire 1957 calendar year and, for stations which did operate a full year 1957, 34 educational stations and 59 radio properties located in the Territories of the United States. In line with last year's financial survey, the 2,916 stations in the universe include stations which are not members of the NAB and stations which failed to make a profit in 1957.

Usable returns were provided by 754 of the 2,916 possible stations. In other words, the report is based on a 26% sample. Of significance is the similarity between the sample and universe when broken down by the 9 market-size categories which provide the basic yardsticks in this bulletin.

Market Size (population)	Number of Stations in		Percent of All Stations in	
	NAB Sample	Universe	NAB Sample (754)	Universe (2,916)
2.5 million or more	39	153	5.2%	5.3%
1 million— 2,499,999	35	117	4.6	4.0
500,000— 999,999	70	260	9.3	8.9
250,000— 499,999	93	283	12.3	9.7
100,000— 249,999	129	430	17.1	14.7
50,000— 99,999	39	139	5.2	4.8
25,000— 49,999	60	188	7.9	6.5
10,000— 24,999	150	552	20.0	18.9
Less than 10,000	139	794	18.4	27.2
Total	754	2,916	100.0%	100.0%

Among the deficiencies of the sample are (1) the inability to make a perfect comparison between the number of stations in our revenue-size and profit-only breakdowns and the number in the universe for each of these station groupings, and (2) as with all mailed questionnaire surveys, the lack of control over nonrespondents to the questionnaire.

2. Market-Size and Revenue-Size Classification Scheme

The data in this report are arranged in two *basic* groupings—market size and revenue size. Many other breakdowns are possible using such factors as geographical region, membership or nonmembership in the NAB, and power. Our selection of market-size and revenue-size categories was based on the hypothesis (or informed hunch) that these two factors are perhaps the most significant determinants, or at least the most revealing, of radio revenue and cost structures.

With both the market-size and revenue-size groupings, there is an additional breakdown of just those stations which made a profit during 1957. By eliminating those facilities which operated in the "red", the yardstick figures for these "profit-only" stations represent modest goals toward which all "loss" and low profit stations can strive.

A. Market-Size Classification Scheme

- (1) Population figures for standard metropolitan areas were used for all cities falling within such an area. The definition of a standard metropolitan area is that used by the U.S. Bureau of Census except for the New England area. Here, because the Census does not provide county definitions, we used the *Survey of Buying Power*, published by Sales Management (May 10, 1957). In addition, Sales Management's *potential* standard metropolitan areas were used.
- (2) The *Survey of Buying Power's* estimates as of January 1, 1957 were the actual population figures used since those from the U.S. Census cover 1950 and, consequently, are badly out of date. For those few small cities not covered by the *Survey of Buying Power*, the 1950 census figures were used.

B. Revenue-Size Classification Scheme

This scheme for station groupings is based solely on the total broadcast revenue figures (time sales plus incidental revenue minus agency and rep. commissions and other deductions) found on each questionnaire return.

3. Statistical Problems

A. Median

The "typical" figures in each table are medians or the middle figure ($\frac{n+1}{2}$) after ranking the stations in a particular category on a particular revenue or expense item. Thus, 50% of the stations have revenue figures which are above, or equal to, and 50% of the station revenue figures are below, or equal to, the "typical" revenue figures in the tables. Likewise, 50% of the stations have expense figures which are above, or equal to, and 50% of the station expense figures are below, or equal to, the "typical" expense figures in the tables. Medians rather than averages (means) were used due to the relatively small number of items involved in each grouping^a and because of the large diversity between the revenue or expense or operating ratio figures within each of the groupings. As is common in many economic studies, means would tend to yield higher figures than medians due to the existence of relatively more extreme figures at the top than at the bottom of any ranking of a group.

Because the typical figure for each expense (or revenue) item is a median rather than a mean, the *total* figures (for example, total broadcast expenses) would not normally be the sum of the median figures for the expense (or revenue) items which comprise the total. The individual revenue and expense items have, however, been adjusted in this report so that they will add up to their respective totals in both dollar and percentage terms.

B. Middle 50%

The middle 50% (or interquartile range) has been presented because it allows a broadcaster to evaluate his operating results more thoroughly than if just one typical figure were available as the yardstick. Since every firm is in some way unique, it is to be expected that a station's operating figures will not coincide precisely with standards of measurement based on the typical comparable station. With a range showing where the figures of 50% of the comparable stations lie, station management can get a much better idea of its financial position relative to other comparable radio facilities.

^a Fourteen station groupings were based on less than 50 questionnaire returns.

C. Operating Ratio

Typical operating ratio figures are derived directly from each station rather than by dividing the typical total expense for a particular category of stations by the typical total revenue for the grouping. More specifically, an operating ratio was calculated for each station in a particular category. The operating ratio figures were then ranked and the median figure selected. Consequently, the typical operating ratio found on line 1 of all the yardstick tables is *not* the result of a simple division of the typical total expense figure (line 7 in each yardstick table) by the typical total revenue figure (line 2 in each yardstick table). This direct station-by-station method of calculating the operating ratio provides a much more realistic figure with which to compare your station.

D. Ratio of Total Salaries to Total Expense

The percentage figure opposite the typical dollar figure for Total Salaries & Wages and all Talent Expense on each table is derived by dividing that figure by the Total Broadcast Expense dollar figure for that particular group. This figure was not derived on an individual station basis but is simply line 12 divided by line 7 to give a ratio figure of salary expenses to total expenses. It is separate from the above percentage figures in each table.

E. Nationwide Figures

The nationwide figures in Part I were derived from the market-size groupings. Each of the market-size medians for a particular revenue or expense item was weighted by the total number of stations in the market-size category and not by the number of questionnaire returns from each market-size grouping. A median of these market-size medians was then calculated to yield the nationwide figure.

Unlike the yardstick figures in Part II, a simple division of total expense by total revenue does yield the operating ratio figure in the nationwide statistics. But the adjustment was made on the total expense figure rather than on the operating ratio figure. This is because we believe that both the total revenue and operating ratio figures are somewhat more significant than the total expense figure.

F. Exclusions

Where data were available from less than 15 stations for any particular revenue or expense item in any category of stations, no information is presented in this report. In most cases the data herein presented represent sixty or more stations.