

FACTS ON FINANCING CETEC AUTOMATION SYSTEMS

We at Cetec, like you, are vitally interested in GROWTH - growth of the broadcasting industry and, in particular, growth of your station's sales and profits.

As an owner or general manager, you are not always expected to know, in detail, the constantly changing Federal Income Tax Rules and Regulations. As you rely on your engineer for technical advice on matters relating to your station you also rely on your accountant for his advice and analysis of cash flow, tax and financial statement matters.

Certain tax regulations are available to benefit you as a buyer of capital equipment. It occurred to me that writing down these "financial facts" could assist you in your decision making process and save you what I call "opportunity dollars", which are nothing more than discounts on the sale price, with the discount being generated from the place we enjoy taking it the most - Federal and State Income Taxes.

The following analysis clearly shows that proper use of tax laws used to maximum advantage can reduce the net cost (out of pocket dollars) of the purchase of broadcast automation equipment down to the cost of a part time employee or weekend person which results in more profits to you and your station, and at the same time, lets you enjoy all the benefits of automation as well as securing an equity in capital equipment.

In the financial analysis, certain terms have been used which may or may not be familiar to you. For your convenience brief descriptions of these terms are written on the following page.

In preparation of the analysis, certain assumptions as to pre-tax profit and state income tax rate for corporations were made. Your set of circumstances may vary as to profit and as to individual state tax laws and rates, therefore included is a worksheet for you to apply your individual automation system cost, pre-tax profit and unique state tax laws so the net cost can be calculated closer to actual for your station than the attached example.

If you would like to discuss further aspects of financing your new system, either through your local bank or our leasing agent, please contact your Cetec District Manager, or myself.

Thank you for your time and consideration.

Sincerely, ndy MC Clure

Andrew R/ McClure Sales Manager Cetec Broadcast Group

TAX AND ACCOUNTING TERMS AND CONCEPTS

(Applicable to Sole Proprietorships, Partnerships and Corporations)

- I. DEPRECIATION
 - A. When you buy major tangible equipment for use in your business, you may not deduct its entire cost in the year of its purchase, but you can deduct a reasonable allowance for depreciation each year. This depreciation enables you to recover the cost of the equipment over its estimated useful life. One method of depreciation may be used for one particular asset and a different method may be used for another asset.
 - B. Following is a listing and explanation of the most widely used methods of depreciation:
 - 1. <u>Straight-Line Depreciation</u> The "Straight-line" method of computing depreciation, which is the most common in use, assumes that the depreciation is uniform during the useful life of the asset. Depreciable cost is defined as "cost less its estimated salvage value". Example: Asset cost: \$10,000, with a useful life of 5 years (no salvage value). Annual depreciation is \$2,000 (\$10,000 ÷ 5 years). The rate of 20% (100% ÷ 5 years).
 - a. <u>Disregarding Salvage Value Up to 10%</u> (Straight-Line Method) The tax law allows you to disregard up to 10% of cost in setting salvage value for depreciation purposes. For example, if a machine costs \$10,000 with a 5-year life and has a salvage value of \$1,500, you can disregard \$1,000 (10% x \$10,000) of the salvage, and figure depreciation on \$9,500. This break applies only to tangible business property which has a useful life of at least 3 years.
 - 2. There are also accelerated methods of depreciation, which give larger deductions in the earlier years than straight-line depreciation. The most common fast write-off method is the 200% (or double) declining-balance (DDB) method. This can be used for any tangible depreciable machinery and equipment if: a) it has a useful life of at least 3 years, and b) you acquire it new.
 - a) 200% (Double) Declining-Balance Depreciation (DDB) Under this method the rate used is twice the straight-line rate, and is applied each year to your <u>undepreciated</u> cost. Unlike the straight-line method, salvage value is not subtracted at the outset.
 Example: Cost: \$10,000, with a useful life of 5 years. The double declining rate is 40% that is, twice the straight-line rate (100% ÷ 5 year life). So, for the first full year, depreciation is \$4,000 (\$10,000 x 40%); for the second year, depreciation is \$2,400 (\$6,000 undepreciated cost x 40%), and so on.
 - b) <u>150% Declining-Balance Depreciation</u> Property which was used when you purchased it does not qualify for the 200% declining-balance method. You do not need to use the straight-line method. You can write it off under this limited (150%) declining-balance method if you wish.

II. ADDITIONAL FIRST-YEAR 20% DEPRECIATION BONUS

In addition to regular depreciation (straight-line or accelerated) you may elect to deduct an initial allowance in the year you acquire tangible business property, either new or used. It must have, when acquired, a useful life of at least 6 years. The "bonus" depreciation is computed on "cost" without reduction for salvage value. The remaining cost, after reduction for "bonus depreciation and salvage value", may be depreciated under the straight-line or declining-balance method of depreciation you choose as described above. The allowance is 20% of up to \$10,000 of total combined cost of equipment or a maximum of \$2,000 in any one year.

III. FEDERAL INVESTMENT TAX CREDIT

Broadly speaking, the investment tax credit gives business a tax reduction (a dollar-for-dollar reduction of tax dollars payable) equal to 10% of the "qualified investment" in new, and, to a limited extent, used depreciable property placed in service.

The amount of your investment credit is based on a "qualified investment" and this in turn is based on its useful life. Here are the rules which apply to both new and used property. To get the 10% tax cut on your entire investment, the property must have an expected useful life of 7 years or more. If its useful life is 5 to 7 years, the 10% credit is allowed on only two-thirds of the investment. If its useful life is 3 to 5 years, only one-third of your investment qualifies. But, if the useful life is less than 3 years, there is no federal investment tax credit available.

How does the investment credit tie in with depreciation? First, you must use the same useful life for purposes of investment credit that you do for figuring your depreciation deductions. Much more important, however, you do not reduce the asset's depreciable base by the amount of the investment credit taken. This is truly an incentive to buy capital equipment at the present time.

The maximum amount of investment tax credit allowed is up to, but not more than your Federal Income Tax liability. Furthermore, if your tax bill exceeds \$25,000, then the credit limit is \$25,000 plus 1/2 of the excess. As to used equipment, there is a \$100,000 limit on the cost of used equipment you can take into account in figuring your investment credit for any one year. If the total cost is more than \$100,000 you may select the assets you want to use for credit purposes. But to maximize your credit, you will want to choose the longer-lived equipment.

An important point to remember, is that any investment tax credit which cannot be used currently, because of a loss year, is not wasted. It can be carried back to your 3 prior year's tax returns for immediate refund of taxes paid and/or carried forward over the next 7 years until it is all used.

RADIO STATION KXXX

FINANCIAL ANALYSIS FOR THE PURCHASE OF CETEC AUTOMATION

SYSTEM PRICE: \$40,000

Assume borrowing from local bank at 13% simple interest and paying the Principal loan over 60 months of \$666.66 each.

TOTAL CASH OUTLAY: (Including Interest)

lst	Year	-	Average	Outstanding	Loan	Balance	-	\$36,000	x	13%	=	Interest of	\$4 , 680
2nd	Year	-	"		"	"		28,000	x	13%	=		3,640
3rd	Year	-		"	"			20,000	x	13%	=		2,600
4th	Year	-	"	"	"	"		12,000	x	13%	=	"	1,560
5th	Year	-	"	"	"	"		4,000	x	13%	=		520

Interest \$13,000

Principal 40,000

Total Cash Outlay \$53,000

DEPRECIATION: Assume Double (200%) Declining Balance Method (DDB) with the equipment given a 7-year life. (7-year life required if full Investment Tax Credit is taken.)

				Undepreciated Cost
lst Year - Ma	ximm lst	Year Depreciation Bonus	\$ 2,000	\$38,000
lst Year - De	preciation	(DDB at 28.57%)	10,857	27,143
TC	otal lst Ye	ar Depreciation	12,857	
2nd Year — De	epreciation	(DDB at 28.57%)	7,755	19,388
3rd Year -			5,539	13,849
4th Year -			3,957	9,892
5th Year -	"		2,826	7,066
6th Year -			2,019	5,047
7th Year -	"	"	5,047	_

FEDERAL & STATE INCOME TAXES PAYABLE: Assuming \$25,000 pre-tax profit.

		FEDERAL		STATE
Prior to any equipment purchase consi	ideration:			
Pre-Tax Profit		\$25 , 000	-	\$25,000
Tax Payable	20%:	\$ 5,000	Assume 5%:	\$_1,250_
Assume Purchase of Cetec Automation -	- 1st Year:			
Pre-Tax Profit		\$25 , 000		\$25,000
Less: Interest Expense (from preceed	ling page)	(4,680)		(4,680)
Less: Depreciation (from preceeding	page)	(12,857)		(12,857)
Adjusted Pre-Tax Profit		\$ 7,463		\$ 7,463
Tax Payable	20%	\$ 1,493	Assume 5%:	\$ 373
Less: 10% Investment Tax Credit		(4,000)		
Total Federal & State Taxes Payable		\$ -0-	-	<u>\$ 373</u>
Total Tax Savings		\$ 5,000		<u>\$ 877</u>
CASH FLOW: First Year				
Principal Payments to Bank - 12 x \$66	56.66		\$ 8,000	
Interest on Loan (from preceeding pag	je)		4,680	
			12,680	
Less: 1st Year Tax Savings			(5,877)	
Refund of prior years taxes due of unused Investment Tax Credit	e to carryb :	ack	(2,507)	
Total Net Cash Outlay for the 1st Yea Cetec Automation System	ar for the		<u>\$4,296</u> – or or	\$358.00 per month \$ 82.61 per week

RADIO STATION WXXX

FINANCIAL ANALYSIS FOR THE PURCHASE OF CETEC AUTOMATION

SYSTEM PRICE: \$40,000

Assume borrowing from local bank at 13% simple interest and paying the Principal loan over 60 months of \$666.66 each.

TOTAL CASH OUTLAY: (Including Interest)

lst	Year	-	Average	Outstanding	Loan	Balance	-	\$36 , 000	х	138	=	Interest of	\$4 , 680
2nd	Year	-	"	"	"	"		28,000	x	13%	=	"	3,640
3rd	Year	-	"			"		20,000	x	13%	=	"	2 , 600
4th	Year	-	"			"		12,000	x	13%	=	"	1,560
5th	Year	_	"		"	"		4,000	x	13%	=	"	520

Interest \$13,000

Principal 40,000

Total Cash Outlay \$53,000

DEPRECIATION: Assume Double (200%) Declining Balance Method (DDB) with the equipment given a 7-year life. (7-year life required if full Investment Tax Credit is taken.)

7 _ + 3	1	Marria	let Vere De			
ISC)	lear	- Maxir	num ist year de	preclation Bonus	\$ 2,000	\$38,000
lst Y	lear	- Depre	eciation (DDB a	t 28.57%)	10,857	27,143
		Total	l lst Year Depr	eciation	12,857	
2nd Y	lear	- Depre	eciation (DDB a	t 28.57%)	7,755	19,388
3rd Y	<i>lear</i>	-	"	"	5,539	13,849
4th Y	lear	-	"	"	3,957	9,892
5th Y	lear	-	"		2,826	7,066
6th Y	lear	-	"	"	2,019	5,047
7th Y	lear	-	"		5,047	-

FEDERAL & STATE INCOME TAXES PAYABLE: Assuming \$100,000 pre-tax profit.

		FEDERAL		STATE	
Prior to any	equipment purchase consideration:				
Pre-Tax Prof	it	\$100,000		\$100,00	0
Tax Payable	20% on first \$25,000; 22% on next \$25,000; 48% on balance over \$50,000:	\$ 34,500	Assume 5%	<u>\$ 5,00</u>	0
Assume Purch	ase of Cetec Automation - 1st Year:				
Pre-Tax Prof	it	\$100,000		\$100,00	0
Less: Intere	st Expense (from preceeding page)	(4,680)		(4,68	0)
Less: Depre	ciation (from preceeding page)	(12,857)		(12,85	<u>7)</u>
Adjusted Pre	-Tax Profit	\$ 82,463		\$ 82,46	3
Tax Payable	(See above for rates)	\$ 26,082	Assume 5%:	\$ 4,12	3
Less: 10% In	vestment Tax Credit	(4,000)			_
Total Federa	l & State Taxes Payable	\$ 22,082		\$ 4,12	3
Total Tax Sa	vings	\$ 12,418		<u>\$ 87</u>	<u>7</u>
CASH FLOW:	First Year				
Principal Pa	yments to Bank - 12 x \$666.66		\$ 8,000		
Interest on 3	Loan (from preceeding page)		4,680		
			12,680		
Less: 1st Y	ear Tax Savings		(13,295)		
Total Net Ca Cetec Automa	sh Savings for the lst Year for the tion System		<u>\$ (615)</u> *1		

*1 Due to the savings from the combination of 48% tax rate and the Investment Tax Credit, the first year creates a positive cash flow after all required payments to the bank are made.

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YOUR RADIO STATION

	FINANCIAL	ANALYSIS	FOR TH	E PUR	HASE	OF CE	TEC AUTON	MATIC	ON		
SYSTEM PRICE	: (Per your	proposal	.) \$		_(A)						
Assume borro portion of t	Assume borrowing from local bank at 10% simple interest and paying the principal portion of the loan over 60 months with payments of $(AA=A \div 60)$.										
TOTAL CASH C	UTLAY: (In	ncluding 1	Interes	t)							
lst Year - A	verage Outs	standing I	oan Ba	lance	(A x	90%)	\$ <u> </u>	10%	= Inter	est of	\$(Q)
2nd Year -	"		"	"	(A x	70%)	x	10%	=		
3rd Year -	"		"	"	(A x	50%)	x	10%	=		
4th Year -	"		"		(A x	30%)	x	10%	=		
5th Year -	"	"	"	"	(A x	10%)	x	10%	=		
								ŗ	Potal In	terest	
									Princip	al (A)	
								Tota	al Cash	Outlay	\$
DEPRECIATION a 7-year lif	N: Assume D Te (7-year)	Couble (20 Life requi)0%) De ired if	clini; full	ng Bal Inves	lance stment	Method w. : Tax Crea	ith dit :	the equi is taken	pment g	iven
										Undepr Co	eciated st
lst Year - N	Aximum lst 20% x (A) (I	Year Depu Maximum \$2	reciati 2,000)	on Bo	nus	\$	(B)			\$	_(C=A-B)
lst Year - I	Depreciation	n (C) x 28	3.57%				(D)				_(E=C-D)
ŋ	Total 1st Yo	ear Depre	ciatior	ı			(R=B+D)			
2nd Year - I	Pepreciation	n (E) x 2	3.57%				(F)				_(G=E-F)
3rd Year - I	Pepreciation	n (G) x 2	8.57%				(H)				(I=G-H)
4th Year — I	Depreciation	n (I) x 2	8.57%				(J)				_(K=I-J)
5th Year - I	Pepreciation	n (K) x 2	8.57%				(L)			·	_(M=K-L)
6th Year - [epreciatio	n (M) x 2	8.57%				(N)				_(O=M-N)
7th Year - I	epreciatio	n (O)									

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FEDERAL & STATE INCOME TAXES PAYABLE:

	FEDERAL	STATE
Tax payable prior to any equipment purchase consid	deration:	
Pre-Tax Profit (Your Best Estimate)	\$(P)	\$(P)
Tax Payable: Federal Rates: 20% on 1st \$25,000 22% on next \$25,000 48% on balance over \$50,000 =	= \$(Y)	
State Rates: Applicable in your sta	ate x (P)	\$(Z)
Assume purchase of Cetec Automation - 1st Year:		
Pre-Tax Profit (from above)	\$(P)	\$(P)
Less: Interest Expense (from preceeding page)	(Q)	(Q)
Less: Depreciation (from preceeding page)	(R)	(R)
Adjusted Pre-Tax Profit (P-Q-R)	\$	\$
Tax Payable (See above for rates)	\$(S)	\$(T)
Less: 10% Federal Investment Tax Credit (A - from preceeding page - x 10%)	(U)	(Not applicable)
Total Federal & State Taxes Payable	\$(V=S-U)	\$(T)
Total Tax Savings \$(BB=W+X)	\$(W=Y-V)	\$(X=Z-T)
CASH FLOW: First Year		
Principal Payments to Bank (12 x AA - from preceed	ling page -)	\$
Add: Interest on Loan		(Q)
	TOTAL	(CC)
Less: 1st Year Tax Savings		(BB)
Less: Refund of prior years taxes due to carrybac unused Investment Tax Credit (Only if (U) i greater than (S) enter the difference)	ck of is	(DD)
Net Cash Outlay or (Savings) for the 1st year for Cetec Automation System (CC-BB-DD)=	the	\$(EE)
	MONTHLY (EE+12)	\$
	WEEKLY (EE:52)	\$

THE TRUE COST (SAVINGS) OF AUTOMATION COMPARED TO A MANUAL OPERATION

Regardless of the high interest rates and the high rate of inflation which is projected to continue for the next few years, automating your radio station continues to make sense as a very sound investment, as shown in the actual example of a small market radio station in California. The conclusions noted are shown without any consideration to income tax benefits received through ownership of automation equipment.

Assume:

- a) A Cetec Automation System with a list price of \$35,000.
- b) A 5-year lease rate of \$25.00/thousand/month.
- c) The station is on the air 18 hours per day with a manual staff and 24 hours per day with automation.
- d) No effect is given for probable increased revenue as a result of (c) above or the other benefits of Cetec Automation.
- e) Office, traffic, billing, sales and management staff would remain the same.
- f) Employee Benefits including Federal and State Payroll Taxes, Vacation and Holiday Pay, Sick Pay, and other benefits equal to 20% of gross wages.
- g) Annual raises to employees per NAB National Standards is equal to 9% per annum.

Program Staff for Manual Operation	k	Program Staff with Cetec Auto	mation*
l - Full-time DJ/Program Director l - Full-time Newsman 2 - Full-time Announcers @\$750 5 - Part-time Announcers - Total	\$ 900 800 1500 900	<pre>1 - Full-time DJ/PD/Annc'r 1 - Full-time Newsman/Annc'r 1 - Full-time Announcer Part-time Operator/Tape Changer (min. wage)</pre>	\$1000 900 850 200
Total Monthly Gross Payroll	\$4100	Total Monthly Gross Payroll	\$2950

Note: Higher wages paid full-time personnel with Cetec automation (\$100/month - full-time employee) enabling you to hire better quality talent.

* All examples are figured on a "per-month" basis.

Manual Operation (18-hour day)

Automated Operation (24-hour day)

	lst Year Costs		
Program Staff Salaries Employee Benefits - 20%	\$4100 820	Program Staff Salaries Employee Benefits - 20% Cetec Automation Lease Pyts	\$2950 590 _ 875
Total Monthly Cost	<u>\$4920</u>	Total Monthly Cost Monthly Savings with Automation	4415 505 \$4920
		lst Year Annual Savings \$505 x 12 months =	\$6060
	2nd Year Costs		
Program Staff Salaries (including 9% raise) Employee Benefits - 20%	\$4469 894	Program Staff Salaries (including 9% raise) Employee Benefits - 20% Cetec Automation Lease Pyts	\$3216 643 875
Total Monthly Cost	<u>\$5363</u>	Total Monthly Cost Monthly Savings with Automation	4734 629 \$5363
		2nd Year Annual Savings \$629 x 12 months =	<u>\$7548</u>
,		Cumulative Savings to Date	<u>\$13608</u>
	3rd Year Costs		
Program Staff Salaries (including 9% raise) Employee Benefits - 20%	\$4871 974	Program Staff Salaries (including 9% raise) Employee Benefits - 20% Cetec Automation Lease Pyts	\$3505 701 875
Total Monthly Cost	<u>\$5845</u>	Total Monthly Cost Monthly Savings with Automation	5081 764 \$5845
		3rd Year Annual Savings \$764 x 12 months =	\$9168
		Cumulative Savings to Date \$	\$22776

Program Staff Salaries (including 9% rasie) Employee Benefits - 20%	\$5309 1062	Program Staff Salaries (including 9% raise) \$3820 Employee Benefits - 20% 764 Cetec Automation Lease Pyts 875
Total Monthly Cost	\$6371	Total Monthly Cost \$5459
		Automation 912 \$6371
		4th Year Annual Savings \$912 x 12 months = \$10944
		Cumulative Savings to Date \$33720
		5th Year Costs
Program Staff Salaries (including 9% raise) Employee Benefits - 20%	\$5787 1157	Program Staff Salaries (including 9% raise) \$4164 Employee Benefits - 20% 833 Cetec Automation Lease Pyt <u>s 875</u>
Total Monthly Cost	\$6944	Total Monthly Cost \$5872
		Automation $\frac{1072}{\$6944}$
		5th Year Annual Savings \$1072 x 12 months = <u>\$12864</u>
		Cumulative Savings to Date \$46584

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Conclusion:

- Assuming no increase in sales, you fixed your overhead which is very important in times of inflation.
- You were able to give immediate \$100/month raises to your full-time staff or were enabled to hire top-quality talent.
- You paid for a system (\$35,000) over five years including interest, all out of cash flow.
- You saved \$46,584 in cash over and above the system payments.
- You increased your operation and salable time from 18 hours/day to 24 hours/day.

YOUR RADIO STATION

Program Staff for Manual Ope	eration		Program Staff with Cetec Automation
Total Monthly Gross Payroll			Total Monthly Gross Payroll
Manual Operation (Hours/d	lay)		Automated Operation (hours/day)
		lst Year	
Program Staff Salaries			Program Staff Salaries
Employee Benefits%			Employee Benefits%
			Cetec Automation Payments
Total Monthly Cost			Total Monthly Cost
			Monthly Savings with Automation
			lst Year Annual Savings x 12 months =
		2nd Year	
Program Staff Salaries			Program Staff Salaries
Employee Benefits%			Employee Benefits%
			Cetec Automation Payments
Total Monthly Cost	<u></u>		Total Monthly Cost
			Monthly Savings with Automation
			2nd Year Annual Savings xl2 months = Cumulative Savings to Date

YOUR RADIO STATION

3rd Year

Program Staff Salaries			Program Staff Salaries	<u>. </u>
Employee Benefits%			Employee Benefits%	<u> </u>
			Cetec Automation Payments	
Total Monthly Cost			Total Monthly Cost	
			Monthly Savings with Automation	
			3rd Year Annual Savings x 12 months =	
			cumulative savings to Date	
		4th Year		
Program Staff Salaries	<u> </u>		Program Staff Salaries	
Employee Benefits*			Employee Benefits%	
			Cetec Automation Payments	<u> </u>
Total Monthly Cost			Total Monthly Cost	
			Monthly Savings with Automation	
			4th Year Annual Savings x 12 months =	
			Cumulative Savings to Date	
		5th Year		
Program Staff Salaries			Program Staff Salaries	
Employee Benefits%			Employee Benefits%	
			Cetec Automation Payments	
Total Monthly Cost	<u> </u>		Total Monthly Cost	
			Monthly Savings with Automation	
			5th Year Annual Savings	
			X 12 months =	
			Cumulative Savings to Date	

TOTAL EMPLOYEE COST

Expense Description

Bases Wages per Week (per Month)	\$ 150.00 (650.00)	\$ 200.00 (866.00)	\$ 250.00 (1082.50)	\$ 300.00 (1300.00)	\$ 350.00 (1515.00)
FICA Taxes (@6.13%)	9.20	12.26	15.33	18.39	21.46
*Federal & State Unemployment Taxes	4.95	6.60	8.25	06.6	11.55
*Workmen's Compensation	.94	1.25	1.56	1.88	2.19
Vacation Pay (2 weeks per year)	5.78	7.69	9.63	11.52	13.44
Holiday Pay (7 days per year)	4.05	5.38	6.75	8.07	9.42
Group Hospital Insurance (Employee Only)	6.33	6.33	6.33	6.33	6.33
Group Life Insurance (Employee Only)	1.31	1.74	2.18	2.61	3.05
Sick Pay (5 days per year)	2.89	3.85	4.83	5.76	6.72
Miscellaneous Employee Benefits (Coffee, phone, bonuses, etc.)	3.50	3.50	3.50	3.50	3.50
Total Cost to Employer per Week	\$ 188.95	\$ 248.60	\$ 308.36	\$ 367.96	\$ 427.66
Total Cost to Employer per Month	\$ 818.77	<u>\$1077.25</u>	<u>\$1336.21</u>	\$1594.48	\$1853.17

*National Average



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