

Form **990**  
 Department of the Treasury  
 Internal Revenue Service

**Return of Organization Exempt From Income Tax**  
**Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except black lung benefit trust or private foundation)**  
 The organization may have to use a copy of this return to satisfy state reporting requirements

OMB No 1545-0047  
**2012**  
**Open to Public Inspection**

**A For the 2012 calendar year, or tax year beginning 01-01-2012, 2012, and ending 12-31-2012**

<b>B</b> Check if applicable: <input type="checkbox"/> Address change <input type="checkbox"/> Name change <input type="checkbox"/> Initial return <input type="checkbox"/> Terminated <input type="checkbox"/> Amended return <input type="checkbox"/> Application pending	<b>C</b> Name of organization THE ROCK AND ROLL HALL OF FAME AND MUSEUM INC Doing Business As		<b>D</b> Employer identification number 34-1520995
	Number and street (or P.O. box if mail is not delivered to street address) Room/suite 1100 ROCK AND ROLL BOULEVARD Suite	<b>E</b> Telephone number (216) 781-7625	
	City or town, state or country, and ZIP + 4 CLEVELAND, OH 441141022		<b>G</b> Gross receipts \$ 23,217,821
<b>F</b> Name and address of principal officer TERRY STEWART PRESIDENT CEO 1100 ROCK AND ROLL BOULEVARD CLEVELAND, OH 441141022		<b>H(a)</b> Is this a group return for affiliates? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No <b>H(b)</b> Are all affiliates included? <input type="checkbox"/> Yes <input type="checkbox"/> No If "No," attach a list (see instructions) <b>H(c)</b> Group exemption number	
<b>I</b> Tax-exempt status <input checked="" type="checkbox"/> 501(c)(3) <input type="checkbox"/> 501(c) ( ) (Insert no ) <input type="checkbox"/> 4947(a)(1) or <input type="checkbox"/> 527			
<b>J</b> Website: WWW.ROCKHALL.COM			
<b>K</b> Form of organization <input checked="" type="checkbox"/> Corporation <input type="checkbox"/> Trust <input type="checkbox"/> Association <input type="checkbox"/> Other			<b>L</b> Year of formation 1985
			<b>M</b> State of legal domicile OH

**Part I Summary**

<b>Activities &amp; Governance</b>	<b>1</b> Briefly describe the organization's mission or most significant activities OPERATION OF A MUSEUM AND LIBRARY AND ARCHIVES TO EDUCATE VISITORS, FANS, AND SCHOLARS ABOUT THE HISTORY AND CONTINUING SIGNIFICANCE OF ROCK AND ROLL MUSIC SEE SCHEDULE O FOR FURTHER DETAILS		
	<b>2</b> Check this box <input type="checkbox"/> if the organization discontinued its operations or disposed of more than 25% of its net assets		
	<b>3</b> Number of voting members of the governing body (Part VI, line 1a)	<b>3</b>	10
	<b>4</b> Number of independent voting members of the governing body (Part VI, line 1b)	<b>4</b>	9
	<b>5</b> Total number of individuals employed in calendar year 2012 (Part V, line 2a)	<b>5</b>	157
	<b>6</b> Total number of volunteers (estimate if necessary)	<b>6</b>	70
	<b>7a</b> Total unrelated business revenue from Part VIII, column (C), line 12	<b>7a</b>	2,417,081
<b>b</b> Net unrelated business taxable income from Form 990-T, line 34	<b>7b</b>	895,884	
<b>Revenue</b>	<b>8</b> Contributions and grants (Part VIII, line 1h)	<b>Prior Year</b>	<b>Current Year</b>
	<b>9</b> Program service revenue (Part VIII, line 2g)	9,249,634	7,077,486
	<b>10</b> Investment income (Part VIII, column (A), lines 3, 4, and 7d)	7,507,401	7,987,556
	<b>11</b> Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)	365,203	551,173
	<b>12</b> Total revenue—add lines 8 through 11 (must equal Part VIII, column (A), line 12)	3,628,660	3,598,318
<b>Expenses</b>	<b>13</b> Grants and similar amounts paid (Part IX, column (A), lines 1-3)	20,750,898	19,214,533
	<b>14</b> Benefits paid to or for members (Part IX, column (A), line 4)	0	0
	<b>15</b> Salaries, other compensation, employee benefits (Part IX, column (A), lines 5-10)	0	0
	<b>16a</b> Professional fundraising fees (Part IX, column (A), line 11e)	8,507,156	8,593,837
	<b>b</b> Total fundraising expenses (Part IX, column (D), line 25) <u>1,146,971</u>	0	0
	<b>17</b> Other expenses (Part IX, column (A), lines 11a-11d, 11f-24e)	10,607,517	16,395,886
	<b>18</b> Total expenses Add lines 13-17 (must equal Part IX, column (A), line 25)	19,114,673	24,989,723
<b>19</b> Revenue less expenses Subtract line 18 from line 12	1,636,225	-5,775,190	
<b>Net Assets or Fund Balances</b>		<b>Beginning of Current Year</b>	<b>End of Year</b>
	<b>20</b> Total assets (Part X, line 16)	99,644,317	93,623,932
	<b>21</b> Total liabilities (Part X, line 26)	4,944,127	4,037,461
<b>22</b> Net assets or fund balances Subtract line 21 from line 20	94,700,190	89,586,471	

**Part II Signature Block**

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge

<b>Sign Here</b>	***** Signature of officer	2013-08-13 Date
	BRIAN KENYON EXEC VP & CFO Type or print name and title	

<b>Paid Preparer Use Only</b>	Prnt/Type preparer's name CHRISTOPHER B ANDERSON	Preparer's signature	Date	Check <input type="checkbox"/> if self-employed	PTIN
	Firm's name MALONEY NOVOTNY LLC			Firm's EIN	
	Firm's address 1111 SUPERIOR AVENUE SUITE 700 CLEVELAND, OH 44114			Phone no (216) 363-0100	

May the IRS discuss this return with the preparer shown above? (see instructions)  Yes  No

**Part III Statement of Program Service Accomplishments**

Check if Schedule O contains a response to any question in this Part III

**1** Briefly describe the organization's mission  
 THE ROCK AND ROLL HALL OF FAME AND MUSEUM, INC IS THE NONPROFIT ORGANIZATION THAT EXISTS TO EDUCATE VISITORS, FANS, AND SCHOLARS FROM AROUND THE WORLD ABOUT THE HISTORY AND CONTINUING SIGNIFICANCE OF ROCK AND ROLL MUSIC IT CARRIES OUT THIS MISSION THROUGH ITS OPERATION OF A WORLD-CLASS MUSEUM THAT COLLECTS, PRESERVES, EXHIBITS, AND INTERPRETS THIS ART FORM THROUGH ITS LIBRARY AND ARCHIVES AS WELL AS ITS EDUCATIONAL PROGRAMS

**2** Did the organization undertake any significant program services during the year which were not listed on the prior Form 990 or 990-EZ?  Yes  No  
 If "Yes," describe these new services on Schedule O

**3** Did the organization cease conducting, or make significant changes in how it conducts, any program services?  Yes  No  
 If "Yes," describe these changes on Schedule O

**4** Describe the organization's program service accomplishments for each of its three largest program services, as measured by expenses Section 501(c)(3) and 501(c)(4) organizations are required to report the amount of grants and allocations to others, the total expenses, and revenue, if any, for each program service reported

**4a** (Code ) (Expenses \$ 13,966,909 including grants of \$ 0 ) (Revenue \$ 7,932,128 )  
 The Rock and Roll Hall of Fame and Museum has established itself as the pre-eminent home for the celebration and study of rock and roll It is a world-class museum and Library and Archives that educates its visitors about the history of rock and roll, from its roots to the present, and about rock and roll's impact on our culture and society It accomplishes all of this with seven floors of exhibits, which underwent a major renovation in 2011, featuring thousands of historic artifacts, as well as numerous films and interactive exhibits In addition to the permanent exhibits, the Museum curates several new temporary exhibits each year which focus on individual artists, various genres of music or important anniversaries of historic events In 2012, the temporary exhibits featured the Grateful Dead the Long, Strange Trip, Chuck Berry, the Two-Tone record label, a photography exhibit entitled 1950s Radio in Color The Lost Photographs of Cleveland DeeJay Tommy Edwards, and a photography exhibit entitled Just Can't Get Enough The Photography of Robert Alford Further, the Museum hosted five community festivals celebrating the heritage of various ethnic music, and produced several other music programs including Battle of the Corporate Bands and Summer in the City 2012 marked the opening of The Rock and Roll Hall of Fame and Museum's 22,500 square foot Library and Archives at Cuyahoga Community College The Library and Archives, for which the Museum has been collecting artifacts since it opened in 1995, helps the Museum fulfill its mission by making one-of-a-kind audio and video recordings, promotional materials, personal papers and business records of popular music's most influential figures accessible to the public for the first time The Library and Archives also enhances the Museum's education programs at the University level

**4b** (Code ) (Expenses \$ 5,267,711 including grants of \$ 0 ) (Revenue \$ 545,351 )  
 2012 Induction Ceremony Held tri-annually in Cleveland, the 2012 Induction Ceremony was hosted by the Rock and Roll Hall of Fame and Museum and open to the public In addition to the ceremony itself, special events including concerts, lectures, classes, exhibits and celebrations, occurred throughout the entire week leading up to the Induction Ceremony In order to be nominated for induction into the Rock and Roll Hall of Fame, an act must have released its first single or album at least 25 years prior to the year of nomination

**4c** (Code ) (Expenses \$ 293,567 including grants of \$ 0 ) (Revenue \$ 153,568 )  
 American Music Masters Series Program and Exhibit Annual program honors a Hall of Fame Inductee and highlights his/her accomplishments and influences on rock and roll The programming includes an interdisciplinary conference and panel discussion, performances in tribute of the artist, and an exhibit on the honoree at the Museum The 17th annual series honored Chuck Berry Through this series, the Museum further achieves its goal of increasing public knowledge and appreciation for rock and roll music and its history

(Code ) (Expenses \$ 423,943 including grants of \$ 0 ) (Revenue \$ 292,197 )  
 OTHER EDUCATIONAL PROGRAMS

**4d** Other program services (Describe in Schedule O )  
 (Expenses \$ 423,943 including grants of \$ 0 ) (Revenue \$ 292,197 )

**4e Total program service expenses** 19,952,130

**Part IV Checklist of Required Schedules**

	Yes	No
<b>1</b> Is the organization described in section 501(c)(3) or 4947(a)(1) (other than a private foundation)? <i>If "Yes," complete Schedule A</i> <input checked="" type="checkbox"/>	Yes	
<b>2</b> Is the organization required to complete <i>Schedule B, Schedule of Contributors</i> (see instructions)? <input checked="" type="checkbox"/>	Yes	
<b>3</b> Did the organization engage in direct or indirect political campaign activities on behalf of or in opposition to candidates for public office? <i>If "Yes," complete Schedule C, Part I</i> <input checked="" type="checkbox"/>		No
<b>4 Section 501(c)(3) organizations.</b> Did the organization engage in lobbying activities, or have a section 501(h) election in effect during the tax year? <i>If "Yes," complete Schedule C, Part II</i> <input checked="" type="checkbox"/>	Yes	
<b>5</b> Is the organization a section 501(c)(4), 501(c)(5), or 501(c)(6) organization that receives membership dues, assessments, or similar amounts as defined in Revenue Procedure 98-19? <i>If "Yes," complete Schedule C, Part III</i>		
<b>6</b> Did the organization maintain any donor advised funds or any similar funds or accounts for which donors have the right to provide advice on the distribution or investment of amounts in such funds or accounts? <i>If "Yes," complete Schedule D, Part I</i> <input checked="" type="checkbox"/>		No
<b>7</b> Did the organization receive or hold a conservation easement, including easements to preserve open space, the environment, historic land areas, or historic structures? <i>If "Yes," complete Schedule D, Part II</i> <input checked="" type="checkbox"/>		No
<b>8</b> Did the organization maintain collections of works of art, historical treasures, or other similar assets? <i>If "Yes," complete Schedule D, Part III</i> <input checked="" type="checkbox"/>	Yes	
<b>9</b> Did the organization report an amount in Part X, line 21 for escrow or custodial account liability, serve as a custodian for amounts not listed in Part X, or provide credit counseling, debt management, credit repair, or debt negotiation services? <i>If "Yes," complete Schedule D, Part IV</i> <input checked="" type="checkbox"/>		No
<b>10</b> Did the organization, directly or through a related organization, hold assets in temporarily restricted endowments, permanent endowments, or quasi-endowments? <i>If "Yes," complete Schedule D, Part V</i> <input checked="" type="checkbox"/>	Yes	
<b>11</b> If the organization's answer to any of the following questions is "Yes," then complete Schedule D, Parts VI, VII, VIII, IX, or X as applicable		
<b>a</b> Did the organization report an amount for land, buildings, and equipment in Part X, line 10? <i>If "Yes," complete Schedule D, Part VI</i> <input checked="" type="checkbox"/>	Yes	
<b>b</b> Did the organization report an amount for investments—other securities in Part X, line 12 that is 5% or more of its total assets reported in Part X, line 16? <i>If "Yes," complete Schedule D, Part VII</i> <input checked="" type="checkbox"/>		No
<b>c</b> Did the organization report an amount for investments—program related in Part X, line 13 that is 5% or more of its total assets reported in Part X, line 16? <i>If "Yes," complete Schedule D, Part VIII</i> <input checked="" type="checkbox"/>		No
<b>d</b> Did the organization report an amount for other assets in Part X, line 15 that is 5% or more of its total assets reported in Part X, line 16? <i>If "Yes," complete Schedule D, Part IX</i> <input checked="" type="checkbox"/>		No
<b>e</b> Did the organization report an amount for other liabilities in Part X, line 25? <i>If "Yes," complete Schedule D, Part X</i> <input checked="" type="checkbox"/>		No
<b>f</b> Did the organization's separate or consolidated financial statements for the tax year include a footnote that addresses the organization's liability for uncertain tax positions under FIN 48 (ASC 740)? <i>If "Yes," complete Schedule D, Part X</i> <input checked="" type="checkbox"/>	Yes	
<b>12a</b> Did the organization obtain separate, independent audited financial statements for the tax year? <i>If "Yes," complete Schedule D, Parts XI and XII</i> <input checked="" type="checkbox"/>		No
<b>b</b> Was the organization included in consolidated, independent audited financial statements for the tax year? <i>If "Yes," and if the organization answered "No" to line 12a, then completing Schedule D, Parts XI and XII is optional</i> <input checked="" type="checkbox"/>	Yes	
<b>13</b> Is the organization a school described in section 170(b)(1)(A)(ii)? <i>If "Yes," complete Schedule E</i>		No
<b>14a</b> Did the organization maintain an office, employees, or agents outside of the United States?		No
<b>b</b> Did the organization have aggregate revenues or expenses of more than \$10,000 from grantmaking, fundraising, business, investment, and program service activities outside the United States, or aggregate foreign investments valued at \$100,000 or more? <i>If "Yes," complete Schedule F, Parts I and IV</i>		No
<b>15</b> Did the organization report on Part IX, column (A), line 3, more than \$5,000 of grants or assistance to any organization or entity located outside the United States? <i>If "Yes," complete Schedule F, Parts II and IV</i>		No
<b>16</b> Did the organization report on Part IX, column (A), line 3, more than \$5,000 of aggregate grants or assistance to individuals located outside the United States? <i>If "Yes," complete Schedule F, Parts III and IV</i>		No
<b>17</b> Did the organization report a total of more than \$15,000 of expenses for professional fundraising services on Part IX, column (A), lines 6 and 11e? <i>If "Yes," complete Schedule G, Part I (see instructions)</i> <input checked="" type="checkbox"/>		No
<b>18</b> Did the organization report more than \$15,000 total of fundraising event gross income and contributions on Part VIII, lines 1c and 8a? <i>If "Yes," complete Schedule G, Part II</i> <input checked="" type="checkbox"/>	Yes	
<b>19</b> Did the organization report more than \$15,000 of gross income from gaming activities on Part VIII, line 9a? <i>If "Yes," complete Schedule G, Part III</i> <input checked="" type="checkbox"/>		No
<b>20a</b> Did the organization operate one or more hospital facilities? <i>If "Yes," complete Schedule H</i>		No
<b>b</b> If "Yes" to line 20a, did the organization attach a copy of its audited financial statements to this return?		

**Part IV Checklist of Required Schedules** *(continued)*

<p><b>21</b> Did the organization report more than \$5,000 of grants and other assistance to any government or organization in the United States on Part IX, column (A), line 1? <i>If "Yes," complete Schedule I, Parts I and II</i> . . . . .</p>	<p><b>21</b></p>	<p>No</p>
<p><b>22</b> Did the organization report more than \$5,000 of grants and other assistance to individuals in the United States on Part IX, column (A), line 2? <i>If "Yes," complete Schedule I, Parts I and III</i> . . . . .</p>	<p><b>22</b></p>	<p>No</p>
<p><b>23</b> Did the organization answer "Yes" to Part VII, Section A, line 3, 4, or 5 about compensation of the organization's current and former officers, directors, trustees, key employees, and highest compensated employees? <i>If "Yes," complete Schedule J</i> . . . . .</p>	<p><b>23</b></p>	<p>Yes</p>
<p><b>24a</b> Did the organization have a tax-exempt bond issue with an outstanding principal amount of more than \$100,000 as of the last day of the year, that was issued after December 31, 2002? <i>If "Yes," answer lines 24b through 24d and complete Schedule K. If "No," go to line 25</i> . . . . .</p>	<p><b>24a</b></p>	<p>No</p>
<p><b>b</b> Did the organization invest any proceeds of tax-exempt bonds beyond a temporary period exception? . . . . .</p>	<p><b>24b</b></p>	
<p><b>c</b> Did the organization maintain an escrow account other than a refunding escrow at any time during the year to defease any tax-exempt bonds? . . . . .</p>	<p><b>24c</b></p>	
<p><b>d</b> Did the organization act as an "on behalf of" issuer for bonds outstanding at any time during the year? . . . . .</p>	<p><b>24d</b></p>	
<p><b>25a Section 501(c)(3) and 501(c)(4) organizations.</b> Did the organization engage in an excess benefit transaction with a disqualified person during the year? <i>If "Yes," complete Schedule L, Part I</i> . . . . .</p>	<p><b>25a</b></p>	<p>No</p>
<p><b>b</b> Is the organization aware that it engaged in an excess benefit transaction with a disqualified person in a prior year, and that the transaction has not been reported on any of the organization's prior Forms 990 or 990-EZ? <i>If "Yes," complete Schedule L, Part I</i> . . . . .</p>	<p><b>25b</b></p>	<p>No</p>
<p><b>26</b> Was a loan to or by a current or former officer, director, trustee, key employee, highest compensated employee, or disqualified person outstanding as of the end of the organization's tax year? <i>If "Yes," complete Schedule L, Part II</i> . . . . .</p>	<p><b>26</b></p>	<p>No</p>
<p><b>27</b> Did the organization provide a grant or other assistance to an officer, director, trustee, key employee, substantial contributor or employee thereof, a grant selection committee member, or to a 35% controlled entity or family member of any of these persons? <i>If "Yes," complete Schedule L, Part III</i> . . . . .</p>	<p><b>27</b></p>	<p>No</p>
<p><b>28</b> Was the organization a party to a business transaction with one of the following parties (see Schedule L, Part IV instructions for applicable filing thresholds, conditions, and exceptions)</p>		
<p><b>a</b> A current or former officer, director, trustee, or key employee? <i>If "Yes," complete Schedule L, Part IV</i> . . . . .</p>	<p><b>28a</b></p>	<p>No</p>
<p><b>b</b> A family member of a current or former officer, director, trustee, or key employee? <i>If "Yes," complete Schedule L, Part IV</i> . . . . .</p>	<p><b>28b</b></p>	<p>No</p>
<p><b>c</b> An entity of which a current or former officer, director, trustee, or key employee (or a family member thereof) was an officer, director, trustee, or direct or indirect owner? <i>If "Yes," complete Schedule L, Part IV</i> . . . . .</p>	<p><b>28c</b></p>	<p>No</p>
<p><b>29</b> Did the organization receive more than \$25,000 in non-cash contributions? <i>If "Yes," complete Schedule M</i> . . . . .</p>	<p><b>29</b></p>	<p>Yes</p>
<p><b>30</b> Did the organization receive contributions of art, historical treasures, or other similar assets, or qualified conservation contributions? <i>If "Yes," complete Schedule M</i> . . . . .</p>	<p><b>30</b></p>	<p>Yes</p>
<p><b>31</b> Did the organization liquidate, terminate, or dissolve and cease operations? <i>If "Yes," complete Schedule N, Part I</i> . . . . .</p>	<p><b>31</b></p>	<p>No</p>
<p><b>32</b> Did the organization sell, exchange, dispose of, or transfer more than 25% of its net assets? <i>If "Yes," complete Schedule N, Part II</i> . . . . .</p>	<p><b>32</b></p>	<p>No</p>
<p><b>33</b> Did the organization own 100% of an entity disregarded as separate from the organization under Regulations sections 301.7701-2 and 301.7701-3? <i>If "Yes," complete Schedule R, Part I</i> . . . . .</p>	<p><b>33</b></p>	<p>Yes</p>
<p><b>34</b> Was the organization related to any tax-exempt or taxable entity? <i>If "Yes," complete Schedule R, Part II, III, or IV, and Part V, line 1</i> . . . . .</p>	<p><b>34</b></p>	<p>Yes</p>
<p><b>35a</b> Did the organization have a controlled entity within the meaning of section 512(b)(13)?</p>	<p><b>35a</b></p>	<p>No</p>
<p><b>b</b> If "Yes" to line 35a, did the organization receive any payment from or engage in any transaction with a controlled entity within the meaning of section 512(b)(13)? <i>If "Yes," complete Schedule R, Part V, line 2</i> . . . . .</p>	<p><b>35b</b></p>	
<p><b>36 Section 501(c)(3) organizations.</b> Did the organization make any transfers to an exempt non-charitable related organization? <i>If "Yes," complete Schedule R, Part V, line 2</i> . . . . .</p>	<p><b>36</b></p>	<p>No</p>
<p><b>37</b> Did the organization conduct more than 5% of its activities through an entity that is not a related organization and that is treated as a partnership for federal income tax purposes? <i>If "Yes," complete Schedule R, Part VI</i> . . . . .</p>	<p><b>37</b></p>	<p>No</p>
<p><b>38</b> Did the organization complete Schedule O and provide explanations in Schedule O for Part VI, lines 11b and 19? <b>Note.</b> All Form 990 filers are required to complete Schedule O . . . . .</p>	<p><b>38</b></p>	<p>Yes</p>

Part V Statements Regarding Other IRS Filings and Tax Compliance

Check if Schedule O contains a response to any question in this Part V

Table with columns for question ID, question text, and Yes/No response boxes. Rows include questions 1a-1b, 1c, 2a-2b, 3a-3b, 4a-4b, 5a-5c, 6a-6b, 7a-7h, 8, 9a-9b, 10a-10b, 11a-11b, 12a-12b, 13a-13c, and 14a-14b.

Part VI Governance, Management, and Disclosure For each "Yes" response to lines 2 through 7b below, and for a "No" response to lines 8a, 8b, or 10b below, describe the circumstances, processes, or changes in Schedule O. See instructions.

Check if Schedule O contains a response to any question in this Part VI . . . . . [X]

Section A. Governing Body and Management

Table with 3 columns: Question, Yes, No. Rows include: 1a Enter the number of voting members of the governing body at the end of the tax year (10); 1b Enter the number of voting members included in line 1a, above, who are independent (9); 2 Did any officer, director, trustee, or key employee have a family relationship or a business relationship with any other officer, director, trustee, or key employee? (Yes); 3 Did the organization delegate control over management duties customarily performed by or under the direct supervision of officers, directors or trustees, or key employees to a management company or other person? (No); 4 Did the organization make any significant changes to its governing documents since the prior Form 990 was filed? (No); 5 Did the organization become aware during the year of a significant diversion of the organization's assets? (No); 6 Did the organization have members or stockholders? (No); 7a Did the organization have members, stockholders, or other persons who had the power to elect or appoint one or more members of the governing body? (No); 7b Are any governance decisions of the organization reserved to (or subject to approval by) members, stockholders, or persons other than the governing body? (No); 8 Did the organization contemporaneously document the meetings held or written actions undertaken during the year by the following: a The governing body? (Yes); b Each committee with authority to act on behalf of the governing body? (Yes); 9 Is there any officer, director, trustee, or key employee listed in Part VII, Section A, who cannot be reached at the organization's mailing address? If "Yes," provide the names and addresses in Schedule O (No).

Section B. Policies (This Section B requests information about policies not required by the Internal Revenue Code.)

Table with 3 columns: Question, Yes, No. Rows include: 10a Did the organization have local chapters, branches, or affiliates? (No); 10b If "Yes," did the organization have written policies and procedures governing the activities of such chapters, affiliates, and branches to ensure their operations are consistent with the organization's exempt purposes?; 11a Has the organization provided a complete copy of this Form 990 to all members of its governing body before filing the form? (Yes); 11b Describe in Schedule O the process, if any, used by the organization to review this Form 990; 12a Did the organization have a written conflict of interest policy? If "No," go to line 13 (Yes); 12b Were officers, directors, or trustees, and key employees required to disclose annually interests that could give rise to conflicts? (Yes); 12c Did the organization regularly and consistently monitor and enforce compliance with the policy? If "Yes," describe in Schedule O how this was done (Yes); 13 Did the organization have a written whistleblower policy? (Yes); 14 Did the organization have a written document retention and destruction policy? (Yes); 15 Did the process for determining compensation of the following persons include a review and approval by independent persons, comparability data, and contemporaneous substantiation of the deliberation and decision? a The organization's CEO, Executive Director, or top management official (Yes); b Other officers or key employees of the organization (Yes); If "Yes" to line 15a or 15b, describe the process in Schedule O (see instructions); 16a Did the organization invest in, contribute assets to, or participate in a joint venture or similar arrangement with a taxable entity during the year? (No); 16b If "Yes," did the organization follow a written policy or procedure requiring the organization to evaluate its participation in joint venture arrangements under applicable federal tax law, and take steps to safeguard the organization's exempt status with respect to such arrangements?

Section C. Disclosure

- 17 List the States with which a copy of this Form 990 is required to be filed: AL, AK, AZ, AR, CA, CO, CT, DC, FL, GA, HI, IL, KS, KY, LA, ME, MD, MA, MI, MN, MS, NH, NJ, NM, NY, NC, ND, OH, OK, OR, PA, RI, SC, TN, UT, VA, WA, WV, WI
- 18 Section 6104 requires an organization to make its Form 1023 (or 1024 if applicable), 990, and 990-T (501(c)(3)s only) available for public inspection. Indicate how you made these available. Check all that apply: [ ] Own website [ ] Another's website [X] Upon request [ ] Other (explain in Schedule O)
- 19 Describe in Schedule O whether (and if so, how), the organization made its governing documents, conflict of interest policy, and financial statements available to the public during the tax year
- 20 State the name, physical address, and telephone number of the person who possesses the books and records of the organization: BRIAN KENYON EXEC VP CFO 1100 ROCK AND ROLL BLVD CLEVELAND, OH (216) 781-7625

**Part VII Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors**

Check if Schedule O contains a response to any question in this Part VII

**Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees**

**1a** Complete this table for all persons required to be listed Report compensation for the calendar year ending with or within the organization's tax year

• List all of the organization's **current** officers, directors, trustees (whether individuals or organizations), regardless of amount of compensation Enter -0- in columns (D), (E), and (F) if no compensation was paid

• List all of the organization's **current** key employees, if any See instructions for definition of "key employee "

• List the organization's five **current** highest compensated employees (other than an officer, director, trustee or key employee) who received reportable compensation (Box 5 of Form W-2 and/or Box 7 of Form 1099-MISC) of more than \$100,000 from the organization and any related organizations

• List all of the organization's **former** officers, key employees, or highest compensated employees who received more than \$100,000 of reportable compensation from the organization and any related organizations

• List all of the organization's **former directors or trustees** that received, in the capacity as a former director or trustee of the organization, more than \$10,000 of reportable compensation from the organization and any related organizations

List persons in the following order individual trustees or directors, institutional trustees, officers, key employees, highest compensated employees, and former such persons

Check this box if neither the organization nor any related organization compensated any current officer, director, or trustee

(A) Name and Title	(B) Average hours per week (list any hours for related organizations below dotted line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)						(D) Reportable compensation from the organization (W- 2/1099-MISC)	(E) Reportable compensation from related organizations (W- 2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional Trustee	Officer	Key employee	Highest compensated employee	Former			
(1) Brian E Hall Trustee/Member	1 0	X					0	0	0	
(2) Daniel Klimas Trustee/Member	2 0	X					0	0	0	
(3) Rob Light Trustee/Member	1 0	X					0	0	0	
(4) Benjamin F Needell Trustee/Member	1 0	X					0	0	0	
(5) William Rowley Trustee/Member, co-chair	8 0	X					0	0	0	
(6) Curtis Schenker Trustee/Member	1 0	X					0	0	0	
(7) Frank Sullivan Trustee/Member	1 0	X					0	0	0	
(8) Jerry Sue Thornton Trustee/Member	1 0	X					0	0	0	
(9) Jann S Wenner Trustee/Member, co-chair	2 0	X					0	0	0	
(10) Joel Peresman TRUSTEE & CEO OF RRHOF FDN	1 0 40 0	X					0	411,437	9,000	
(11) Terry Stewart President & CEO	40 0			X			494,620	0	84,050	
(12) Brian Kenyon Exec VP & CFO	40 0			X			340,410	0	32,475	
(13) James Henke VP-Curatorial Affairs	40 0				X		254,254	0	14,346	
(14) Todd Mesek VP-Communications	40 0				X		182,754	0	17,154	
(15) Gregory Harris VP-Development	40 0				X		237,997	0	27,163	
(16) Jacklyn Chisholm VP-Planning&Inst Rel	40 0				X		159,204	0	8,740	
(17) Lauren Onkey VP-Education	40 0				X		182,346	0	19,580	





**Part VIII Statement of Revenue**

Check if Schedule O contains a response to any question in this Part VIII

		(A) Total revenue	(B) Related or exempt function revenue	(C) Unrelated business revenue	(D) Revenue excluded from tax under sections 512, 513, or 514	
<b>Contributions, Gifts, Grants and Other Similar Amounts</b>	<b>1a</b> Federated campaigns . . . . . <b>1a</b> 41,756					
	<b>b</b> Membership dues . . . . . <b>1b</b> 758,980					
	<b>c</b> Fundraising events . . . . . <b>1c</b> 1,042,924					
	<b>d</b> Related organizations . . . . . <b>1d</b> 251,337					
	<b>e</b> Government grants (contributions) <b>1e</b> 2,202,415					
	<b>f</b> All other contributions, gifts, grants, and similar amounts not included above <b>1f</b> 2,780,074					
	<b>g</b> Noncash contributions included in lines 1a-1f \$ 73,470					
	<b>h Total.</b> Add lines 1a-1f . . . . . 7,077,486					
<b>Program Service Revenue</b>	<b>2a</b> ADMISSIONS Business Code 900099		6,526,724	6,526,724		
	<b>b</b> OTHER PROGRAM REVENUE Business Code 900099		403,041	403,041		
	<b>c</b> INDUCTION REVENUE Business Code 900099		545,351	545,351		
	<b>d</b> CAFE REVENUE Business Code 722514		153,293		153,293	
	<b>e</b> EXHIBIT RENTAL Business Code 900099		198,667	198,667		
	<b>f</b> All other program service revenue		160,480	160,480		
	<b>g Total.</b> Add lines 2a-2f . . . . . 7,987,556					
<b>Other Revenue</b>	<b>3</b> Investment income (including dividends, interest, and other similar amounts) . . . . .		513,658		576	
	<b>4</b> Income from investment of tax-exempt bond proceeds . . . . .		0			
	<b>5</b> Royalties . . . . .		173,717		173,717	
	<b>6a</b> Gross rents	(i) Real	(ii) Personal			
			483,090			
		<b>b</b> Less rental expenses	176,407			
		<b>c</b> Rental income or (loss)	0	306,683		
	<b>d</b> Net rental income or (loss) . . . . .		306,683	2,323	304,360	
	<b>7a</b> Gross amount from sales of assets other than inventory	(i) Securities	(ii) Other			
		199,172	1,000			
		<b>b</b> Less cost or other basis and sales expenses	162,657	0		
		<b>c</b> Gain or (loss)	36,515	1,000		
	<b>d</b> Net gain or (loss) . . . . .		37,515		37,515	
	<b>8a</b> Gross income from fundraising events (not including \$ 1,042,924 of contributions reported on line 1c) See Part IV, line 18 . . . . .					
	<b>a</b> 583,385					
<b>b</b> Less direct expenses . . . . . <b>b</b> 797,372						
<b>c</b> Net income or (loss) from fundraising events . . . . .		-213,987		-213,987		
<b>9a</b> Gross income from gaming activities See Part IV, line 19 . . . . .						
<b>a</b>						
<b>b</b> Less direct expenses . . . . . <b>b</b>						
<b>c</b> Net income or (loss) from gaming activities . . . . .		0				
<b>10a</b> Gross sales of inventory, less returns and allowances . . . . .						
<b>a</b> 5,988,550						
<b>b</b> Less cost of goods sold . . . . . <b>b</b> 2,866,852						
<b>c</b> Net income or (loss) from sales of inventory . . . . .		3,121,698	1,064,528	2,057,170		
Miscellaneous Revenue Business Code						
<b>11a</b> SATELLITE TOWER Business Code 900099		45,264			45,264	
<b>b</b> PROMOTIONS REVENUE Business Code 900004		42,821		42,821		
<b>c</b> PLAZA NAMING REVENUE Business Code 900099		87,838			87,838	
<b>d</b> All other revenue . . . . .		34,284	22,130	12,154		
<b>e Total.</b> Add lines 11a-11d . . . . .		210,207				
<b>12 Total revenue.</b> See Instructions . . . . .		19,214,533	8,923,244	2,417,081	796,722	

**Part IX Statement of Functional Expenses**

Section 501(c)(3) and 501(c)(4) organizations must complete all columns. All other organizations must complete column (A)

Check if Schedule O contains a response to any question in this Part IX

<b>Do not include amounts reported on lines 6b, 7b, 8b, 9b, and 10b of Part VIII.</b>		<b>(A)</b> Total expenses	<b>(B)</b> Program service expenses	<b>(C)</b> Management and general expenses	<b>(D)</b> Fundraising expenses
<b>1</b>	Grants and other assistance to governments and organizations in the United States. See Part IV, line 21	0			
<b>2</b>	Grants and other assistance to individuals in the United States. See Part IV, line 22	0			
<b>3</b>	Grants and other assistance to governments, organizations, and individuals outside the United States. See Part IV, lines 15 and 16	0			
<b>4</b>	Benefits paid to or for members	0			
<b>5</b>	Compensation of current officers, directors, trustees, and key employees . . . . .	851,606	323,259	323,295	205,052
<b>6</b>	Compensation not included above, to disqualified persons (as defined under section 4958(f)(1)) and persons described in section 4958(c)(3)(B) . . . . .	0			
<b>7</b>	Other salaries and wages	6,089,535	4,321,924	1,419,386	348,225
<b>8</b>	Pension plan accruals and contributions (include section 401(k) and 403(b) employer contributions) . . . . .	199,544	140,859	47,514	11,171
<b>9</b>	Other employee benefits . . . . .	986,114	767,509	171,550	47,055
<b>10</b>	Payroll taxes . . . . .	467,038	328,017	109,378	29,643
<b>11</b>	Fees for services (non-employees)				
<b>a</b>	Management . . . . .	430,582	165,289	265,293	
<b>b</b>	Legal . . . . .	394,342	284,801	107,745	1,796
<b>c</b>	Accounting . . . . .	71,650		71,650	
<b>d</b>	Lobbying . . . . .	73,000			73,000
<b>e</b>	Professional fundraising services. See Part IV, line 17	0			
<b>f</b>	Investment management fees . . . . .	39,575		39,575	
<b>g</b>	Other (If line 11g amount exceeds 10% of line 25, column (A) amount, list line 11g expenses on Schedule O) . . . . .	0			
<b>12</b>	Advertising and promotion . . . . .	619,193	619,193		
<b>13</b>	Office expenses . . . . .	1,478,494	1,189,009	154,534	134,951
<b>14</b>	Information technology . . . . .	32,131	16,064	14,102	1,965
<b>15</b>	Royalties . . . . .	0			
<b>16</b>	Occupancy . . . . .	1,324,774	1,190,088	122,044	12,642
<b>17</b>	Travel . . . . .	1,186,028	1,004,216	86,256	95,556
<b>18</b>	Payments of travel or entertainment expenses for any federal, state, or local public officials . . . . .	0			
<b>19</b>	Conferences, conventions, and meetings . . . . .	33,162	14,671	15,664	2,827
<b>20</b>	Interest . . . . .	20,000	18,000	1,800	200
<b>21</b>	Payments to affiliates . . . . .	0			
<b>22</b>	Depreciation, depletion, and amortization . . . . .	3,492,122	3,283,109	189,235	19,778
<b>23</b>	Insurance . . . . .	80,414	74,095	5,687	632
<b>24</b>	Other expenses. Itemize expenses not covered above (List miscellaneous expenses in line 24e. If line 24e amount exceeds 10% of line 25, column (A) amount, list line 24e expenses on Schedule O) . . . . .				
<b>a</b>	MUSEUM STORE EXPENSES	923,798	354,790	569,008	
<b>b</b>	CURATORIAL & EXHIBIT EXP	792,979	792,979		
<b>c</b>	EDUCATIONAL EXPENSES	329,621	329,621		
<b>d</b>	DEVEL & INDUCTION CEREMONY	4,298,714	4,236,606		62,108
<b>e</b>	All other expenses	775,307	498,031	176,906	100,370
<b>25</b>	<b>Total functional expenses.</b> Add lines 1 through 24e	24,989,723	19,952,130	3,890,622	1,146,971
<b>26</b>	<b>Joint costs.</b> Complete this line only if the organization reported in column (B) joint costs from a combined educational campaign and fundraising solicitation. Check here <input type="checkbox"/> if following SOP 98-2 (ASC 958-720)				

**Part X Balance Sheet**

Check if Schedule O contains a response to any question in this Part X

		(A)		(B)
		Beginning of year		End of year
<b>Assets</b>	<b>1</b> Cash—non-interest-bearing . . . . .	55,230	<b>1</b>	25,563
	<b>2</b> Savings and temporary cash investments . . . . .	11,664,230	<b>2</b>	8,267,854
	<b>3</b> Pledges and grants receivable, net . . . . .	4,802,484	<b>3</b>	2,397,351
	<b>4</b> Accounts receivable, net . . . . .	331,760	<b>4</b>	499,992
	<b>5</b> Loans and other receivables from current and former officers, directors, trustees, key employees, and highest compensated employees Complete Part II of Schedule L . . . . .	0	<b>5</b>	0
	<b>6</b> Loans and other receivables from other disqualified persons (as defined under section 4958(f)(1)), persons described in section 4958(c)(3)(B), and contributing employers and sponsoring organizations of section 501(c)(9) voluntary employees' beneficiary organizations (see instructions) Complete Part II of Schedule L . . . . .	0	<b>6</b>	0
	<b>7</b> Notes and loans receivable, net . . . . .	0	<b>7</b>	0
	<b>8</b> Inventories for sale or use . . . . .	334,166	<b>8</b>	538,507
	<b>9</b> Prepaid expenses and deferred charges . . . . .	216,107	<b>9</b>	181,335
	<b>10a</b> Land, buildings, and equipment cost or other basis Complete Part VI of Schedule D	115,685,243		
	<b>10a</b>			
	<b>b</b> Less accumulated depreciation . . . . .	48,223,294	<b>10b</b>	
	<b>10c</b>	69,964,419	<b>10c</b>	67,461,949
	<b>11</b> Investments—publicly traded securities . . . . .	12,275,921	<b>11</b>	14,251,381
	<b>12</b> Investments—other securities See Part IV, line 11 . . . . .	0	<b>12</b>	0
	<b>13</b> Investments—program-related See Part IV, line 11 . . . . .	0	<b>13</b>	0
<b>14</b> Intangible assets . . . . .	0	<b>14</b>	0	
<b>15</b> Other assets See Part IV, line 11 . . . . .	0	<b>15</b>	0	
<b>16 Total assets.</b> Add lines 1 through 15 (must equal line 34) . . . . .	99,644,317	<b>16</b>	93,623,932	
<b>Liabilities</b>	<b>17</b> Accounts payable and accrued expenses . . . . .	2,383,133	<b>17</b>	2,667,753
	<b>18</b> Grants payable . . . . .	0	<b>18</b>	0
	<b>19</b> Deferred revenue . . . . .	1,560,994	<b>19</b>	369,708
	<b>20</b> Tax-exempt bond liabilities . . . . .	0	<b>20</b>	0
	<b>21</b> Escrow or custodial account liability Complete Part IV of Schedule D . . . . .	0	<b>21</b>	0
	<b>22</b> Loans and other payables to current and former officers, directors, trustees, key employees, highest compensated employees, and disqualified persons Complete Part II of Schedule L . . . . .	0	<b>22</b>	0
	<b>23</b> Secured mortgages and notes payable to unrelated third parties . . . . .	0	<b>23</b>	0
	<b>24</b> Unsecured notes and loans payable to unrelated third parties . . . . .	1,000,000	<b>24</b>	1,000,000
	<b>25</b> Other liabilities (including federal income tax, payables to related third parties, and other liabilities not included on lines 17-24) Complete Part X of Schedule D . . . . .	0	<b>25</b>	0
	<b>26 Total liabilities.</b> Add lines 17 through 25 . . . . .	4,944,127	<b>26</b>	4,037,461
<b>Net Assets or Fund Balances</b>	<b>Organizations that follow SFAS 117 (ASC 958), check here <input checked="" type="checkbox"/> and complete lines 27 through 29, and lines 33 and 34.</b>			
	<b>27</b> Unrestricted net assets . . . . .	26,909,546	<b>27</b>	28,292,540
	<b>28</b> Temporarily restricted net assets . . . . .	67,790,644	<b>28</b>	61,293,931
	<b>29</b> Permanently restricted net assets . . . . .	0	<b>29</b>	0
	<b>Organizations that do not follow SFAS 117 (ASC 958), check here <input type="checkbox"/> and complete lines 30 through 34.</b>			
	<b>30</b> Capital stock or trust principal, or current funds . . . . .		<b>30</b>	
	<b>31</b> Paid-in or capital surplus, or land, building or equipment fund . . . . .		<b>31</b>	
	<b>32</b> Retained earnings, endowment, accumulated income, or other funds . . . . .		<b>32</b>	
<b>33</b> Total net assets or fund balances . . . . .	94,700,190	<b>33</b>	89,586,471	
<b>34</b> Total liabilities and net assets/fund balances . . . . .	99,644,317	<b>34</b>	93,623,932	

**Part XI Reconciliation of Net Assets**

Check if Schedule O contains a response to any question in this Part XI

<b>1</b>	Total revenue (must equal Part VIII, column (A), line 12)	<b>1</b>	19,214,533
<b>2</b>	Total expenses (must equal Part IX, column (A), line 25)	<b>2</b>	24,989,723
<b>3</b>	Revenue less expenses Subtract line 2 from line 1	<b>3</b>	-5,775,190
<b>4</b>	Net assets or fund balances at beginning of year (must equal Part X, line 33, column (A))	<b>4</b>	94,700,190
<b>5</b>	Net unrealized gains (losses) on investments	<b>5</b>	661,471
<b>6</b>	Donated services and use of facilities	<b>6</b>	
<b>7</b>	Investment expenses	<b>7</b>	
<b>8</b>	Prior period adjustments	<b>8</b>	
<b>9</b>	Other changes in net assets or fund balances (explain in Schedule O)	<b>9</b>	
<b>10</b>	Net assets or fund balances at end of year Combine lines 3 through 9 (must equal Part X, line 33, column (B))	<b>10</b>	89,586,471

**Part XII Financial Statements and Reporting**

Check if Schedule O contains a response to any question in this Part XII

		Yes	No
<b>1</b>	Accounting method used to prepare the Form 990 <input type="checkbox"/> Cash <input checked="" type="checkbox"/> Accrual <input type="checkbox"/> Other _____ If the organization changed its method of accounting from a prior year or checked "Other," explain in Schedule O		
<b>2a</b>	Were the organization's financial statements compiled or reviewed by an independent accountant? If "Yes," check a box below to indicate whether the financial statements for the year were compiled or reviewed on a separate basis, consolidated basis, or both <input type="checkbox"/> Separate basis <input type="checkbox"/> Consolidated basis <input type="checkbox"/> Both consolidated and separate basis		No
<b>2b</b>	Were the organization's financial statements audited by an independent accountant? If "Yes," check a box below to indicate whether the financial statements for the year were audited on a separate basis, consolidated basis, or both <input type="checkbox"/> Separate basis <input checked="" type="checkbox"/> Consolidated basis <input type="checkbox"/> Both consolidated and separate basis	Yes	
<b>2c</b>	If "Yes," to line 2a or 2b, does the organization have a committee that assumes responsibility for oversight of the audit, review, or compilation of its financial statements and selection of an independent accountant? If the organization changed either its oversight process or selection process during the tax year, explain in Schedule O	Yes	
<b>3a</b>	As a result of a federal award, was the organization required to undergo an audit or audits as set forth in the Single Audit Act and OMB Circular A-133?		No
<b>3b</b>	If "Yes," did the organization undergo the required audit or audits? If the organization did not undergo the required audit or audits, explain why in Schedule O and describe any steps taken to undergo such audits		

**SCHEDULE A**  
(Form 990 or 990EZ)

**Public Charity Status and Public Support**

OMB No 1545-0047

**2012**

**Open to Public Inspection**

Complete if the organization is a section 501(c)(3) organization or a section 4947(a)(1) nonexempt charitable trust.

▶ Attach to Form 990 or Form 990-EZ. ▶ See separate instructions.

**Name of the organization**

THE ROCK AND ROLL HALL OF FAME AND MUSEUM INC

**Employer identification number**

34-1520995

**Part I Reason for Public Charity Status** (All organizations must complete this part.) See instructions.

The organization is not a private foundation because it is (For lines 1 through 11, check only one box )

- 1  A church, convention of churches, or association of churches described in **section 170(b)(1)(A)(i)**.
- 2  A school described in **section 170(b)(1)(A)(ii)**. (Attach Schedule E )
- 3  A hospital or a cooperative hospital service organization described in **section 170(b)(1)(A)(iii)**.
- 4  A medical research organization operated in conjunction with a hospital described in **section 170(b)(1)(A)(iii)**. Enter the hospital's name, city, and state \_\_\_\_\_
- 5  An organization operated for the benefit of a college or university owned or operated by a governmental unit described in **section 170(b)(1)(A)(iv)**. (Complete Part II )
- 6  A federal, state, or local government or governmental unit described in **section 170(b)(1)(A)(v)**.
- 7  An organization that normally receives a substantial part of its support from a governmental unit or from the general public described in **section 170(b)(1)(A)(vi)**. (Complete Part II )
- 8  A community trust described in **section 170(b)(1)(A)(vi)** (Complete Part II )
- 9  An organization that normally receives (1) more than 33 1/3% of its support from contributions, membership fees, and gross receipts from activities related to its exempt functions—subject to certain exceptions, and (2) no more than 33 1/3% of its support from gross investment income and unrelated business taxable income (less section 511 tax) from businesses acquired by the organization after June 30, 1975 See **section 509(a)(2)**. (Complete Part III )
- 10  An organization organized and operated exclusively to test for public safety See **section 509(a)(4)**.
- 11  An organization organized and operated exclusively for the benefit of, to perform the functions of, or to carry out the purposes of one or more publicly supported organizations described in section 509(a)(1) or section 509(a)(2) See **section 509(a)(3)**. Check the box that describes the type of supporting organization and complete lines 11e through 11h  
 a  Type I b  Type II c  Type III - Functionally integrated d  Type III - Non-functionally integrated
- e  By checking this box, I certify that the organization is not controlled directly or indirectly by one or more disqualified persons other than foundation managers and other than one or more publicly supported organizations described in section 509(a)(1) or section 509(a)(2)
- f  If the organization received a written determination from the IRS that it is a Type I, Type II, or Type III supporting organization, check this box
- g Since August 17, 2006, has the organization accepted any gift or contribution from any of the following persons?  
 (i) A person who directly or indirectly controls, either alone or together with persons described in (ii) and (iii) below, the governing body of the supported organization?  
 (ii) A family member of a person described in (i) above?  
 (iii) A 35% controlled entity of a person described in (i) or (ii) above?
- h Provide the following information about the supported organization(s)

	Yes	No
<b>11g(i)</b>		
<b>11g(ii)</b>		
<b>11g(iii)</b>		

(i) Name of supported organization	(ii) EIN	(iii) Type of organization (described on lines 1- 9 above or IRC section (see instructions))	(iv) Is the organization in col (i) listed in your governing document?		(v) Did you notify the organization in col (i) of your support?		(vi) Is the organization in col (i) organized in the U S ?		(vii) Amount of monetary support
			Yes	No	Yes	No	Yes	No	
<b>Total</b>									

**Part II Support Schedule for Organizations Described in Sections 170(b)(1)(A)(iv) and 170(b)(1)(A)(vi)**  
 (Complete only if you checked the box on line 5, 7, or 8 of Part I or if the organization failed to qualify under Part III. If the organization fails to qualify under the tests listed below, please complete Part III.)

**Section A. Public Support**

Calendar year (or fiscal year beginning in) ▶	(a) 2008	(b) 2009	(c) 2010	(d) 2011	(e) 2012	(f) Total
<b>1</b> Gifts, grants, contributions, and membership fees received (Do not include any "unusual grants.")	11,475,046	22,896,409	13,278,452	9,249,634	7,077,486	63,977,027
<b>2</b> Tax revenues levied for the organization's benefit and either paid to or expended on its behalf	1,283,065	0	0	0	0	1,283,065
<b>3</b> The value of services or facilities furnished by a governmental unit to the organization without charge						0
<b>4 Total.</b> Add lines 1 through 3	12,758,111	22,896,409	13,278,452	9,249,634	7,077,486	65,260,092
<b>5</b> The portion of total contributions by each person (other than a governmental unit or publicly supported organization) included on line 1 that exceeds 2% of the amount shown on line 11, column (f)						138,296
<b>6 Public support.</b> Subtract line 5 from line 4						65,121,796

**Section B. Total Support**

Calendar year (or fiscal year beginning in) ▶	(a) 2008	(b) 2009	(c) 2010	(d) 2011	(e) 2012	(f) Total
<b>7</b> Amounts from line 4	12,758,111	22,896,409	13,278,452	9,249,634	7,077,486	65,260,092
<b>8</b> Gross income from interest, dividends, payments received on securities loans, rents, royalties and income from similar sources	1,312,246	300,943	543,523	601,702	734,386	3,492,800
<b>9</b> Net income from unrelated business activities, whether or not the business is regularly carried on	922,157	983,061	1,035,579	976,515	896,884	4,814,196
<b>10</b> Other income Do not include gain or loss from the sale of capital assets (Explain in Part IV.)						0
<b>11 Total support</b> (Add lines 7 through 10)						73,567,088
<b>12</b> Gross receipts from related activities, etc. (see instructions)					<b>12</b>	45,939,581

**13 First five years.** If the Form 990 is for the organization's first, second, third, fourth, or fifth tax year as a 501(c)(3) organization, check this box and **stop here**

**Section C. Computation of Public Support Percentage**

<b>14</b> Public support percentage for 2012 (line 6, column (f) divided by line 11, column (f))	<b>14</b>	88.520 %
<b>15</b> Public support percentage for 2011 Schedule A, Part II, line 14	<b>15</b>	88.624 %

**16a 33 1/3% support test—2012.** If the organization did not check the box on line 13, and line 14 is 33 1/3% or more, check this box and **stop here.** The organization qualifies as a publicly supported organization

**b 33 1/3% support test—2011.** If the organization did not check a box on line 13 or 16a, and line 15 is 33 1/3% or more, check this box and **stop here.** The organization qualifies as a publicly supported organization

**17a 10%-facts-and-circumstances test—2012.** If the organization did not check a box on line 13, 16a, or 16b, and line 14 is 10% or more, and if the organization meets the "facts-and-circumstances" test, check this box and **stop here.** Explain in Part IV how the organization meets the "facts-and-circumstances" test. The organization qualifies as a publicly supported organization

**b 10%-facts-and-circumstances test—2011.** If the organization did not check a box on line 13, 16a, 16b, or 17a, and line 15 is 10% or more, and if the organization meets the "facts-and-circumstances" test, check this box and **stop here.** Explain in Part IV how the organization meets the "facts-and-circumstances" test. The organization qualifies as a publicly supported organization

**18 Private foundation.** If the organization did not check a box on line 13, 16a, 16b, 17a, or 17b, check this box and see instructions

**Part III Support Schedule for Organizations Described in Section 509(a)(2)**

(Complete only if you checked the box on line 9 of Part I or if the organization failed to qualify under Part II. If the organization fails to qualify under the tests listed below, please complete Part II.)

**Section A. Public Support**

Calendar year (or fiscal year beginning in) ▶	(a) 2008	(b) 2009	(c) 2010	(d) 2011	(e) 2012	(f) Total
<b>1</b> Gifts, grants, contributions, and membership fees received (Do not include any "unusual grants.")						
<b>2</b> Gross receipts from admissions, merchandise sold or services performed, or facilities furnished in any activity that is related to the organization's tax-exempt purpose						
<b>3</b> Gross receipts from activities that are not an unrelated trade or business under section 513						
<b>4</b> Tax revenues levied for the organization's benefit and either paid to or expended on its behalf						
<b>5</b> The value of services or facilities furnished by a governmental unit to the organization without charge						
<b>6 Total.</b> Add lines 1 through 5						
<b>7a</b> Amounts included on lines 1, 2, and 3 received from disqualified persons						
<b>b</b> Amounts included on lines 2 and 3 received from other than disqualified persons that exceed the greater of \$5,000 or 1% of the amount on line 13 for the year						
<b>c</b> Add lines 7a and 7b						
<b>8 Public support</b> (Subtract line 7c from line 6)						

**Section B. Total Support**

Calendar year (or fiscal year beginning in) ▶	(a) 2008	(b) 2009	(c) 2010	(d) 2011	(e) 2012	(f) Total
<b>9</b> Amounts from line 6						
<b>10a</b> Gross income from interest, dividends, payments received on securities loans, rents, royalties and income from similar sources						
<b>b</b> Unrelated business taxable income (less section 511 taxes) from businesses acquired after June 30, 1975						
<b>c</b> Add lines 10a and 10b						
<b>11</b> Net income from unrelated business activities not included in line 10b, whether or not the business is regularly carried on						
<b>12</b> Other income. Do not include gain or loss from the sale of capital assets (Explain in Part IV.)						
<b>13 Total support.</b> (Add lines 9, 10c, 11, and 12.)						
<b>14 First five years.</b> If the Form 990 is for the organization's first, second, third, fourth, or fifth tax year as a 501(c)(3) organization, check this box and <b>stop here</b> <input type="checkbox"/>						

**Section C. Computation of Public Support Percentage**

<b>15</b> Public support percentage for 2012 (line 8, column (f) divided by line 13, column (f))	<b>15</b>	
<b>16</b> Public support percentage from 2011 Schedule A, Part III, line 15	<b>16</b>	

**Section D. Computation of Investment Income Percentage**

<b>17</b> Investment income percentage for <b>2012</b> (line 10c, column (f) divided by line 13, column (f))	<b>17</b>	
<b>18</b> Investment income percentage from <b>2011</b> Schedule A, Part III, line 17	<b>18</b>	

- 19a 33 1/3% support tests—2012.** If the organization did not check the box on line 14, and line 15 is more than 33 1/3%, and line 17 is not more than 33 1/3%, check this box and **stop here**. The organization qualifies as a publicly supported organization
- b 33 1/3% support tests—2011.** If the organization did not check a box on line 14 or line 19a, and line 16 is more than 33 1/3% and line 18 is not more than 33 1/3%, check this box and **stop here**. The organization qualifies as a publicly supported organization
- 20 Private foundation.** If the organization did not check a box on line 14, 19a, or 19b, check this box and see instructions

**Part IV** **Supplemental Information.** Complete this part to provide the explanations required by Part II, line 10; Part II, line 17a or 17b; and Part III, line 12. Also complete this part for any additional information. (See instructions).

<b>Facts And Circumstances Test</b>
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<b>Explanation</b>



SCHEDULE C (Form 990 or 990-EZ)

Political Campaign and Lobbying Activities

OMB No 1545-0047

2012

Open to Public Inspection

Department of the Treasury Internal Revenue Service

For Organizations Exempt From Income Tax Under section 501(c) and section 527
- Complete if the organization is described below. - Attach to Form 990 or Form 990-EZ.
- See separate instructions.

If the organization answered "Yes" to Form 990, Part IV, Line 3, or Form 990-EZ, Part V, line 46 (Political Campaign Activities), then

- Section 501(c)(3) organizations Complete Parts I-A and B Do not complete Part I-C
Section 501(c) (other than section 501(c)(3)) organizations Complete Parts I-A and C below Do not complete Part I-B
Section 527 organizations Complete Part I-A only

If the organization answered "Yes" to Form 990, Part IV, Line 4, or Form 990-EZ, Part VI, line 47 (Lobbying Activities), then

- Section 501(c)(3) organizations that have filed Form 5768 (election under section 501(h)) Complete Part II-A Do not complete Part II-B
Section 501(c)(3) organizations that have NOT filed Form 5768 (election under section 501(h)) Complete Part II-B Do not complete Part II-A

If the organization answered "Yes" to Form 990, Part IV, Line 5 (Proxy Tax) or Form 990-EZ, Part V, line 35c (Proxy Tax), then

- Section 501(c)(4), (5), or (6) organizations Complete Part III

Table with 2 columns: Name of the organization (THE ROCK AND ROLL HALL OF FAME AND MUSEUM INC) and Employer identification number (34-1520995)

Part I-A Complete if the organization is exempt under section 501(c) or is a section 527 organization.

- 1 Provide a description of the organization's direct and indirect political campaign activities in Part IV
2 Political expenditures \$
3 Volunteer hours

Part I-B Complete if the organization is exempt under section 501(c)(3).

- 1 Enter the amount of any excise tax incurred by the organization under section 4955 \$
2 Enter the amount of any excise tax incurred by organization managers under section 4955 \$
3 If the organization incurred a section 4955 tax, did it file Form 4720 for this year? Yes No
4a Was a correction made? Yes No
b If "Yes," describe in Part IV

Part I-C Complete if the organization is exempt under section 501(c), except section 501(c)(3).

- 1 Enter the amount directly expended by the filing organization for section 527 exempt function activities \$
2 Enter the amount of the filing organization's funds contributed to other organizations for section 527 exempt function activities \$
3 Total exempt function expenditures Add lines 1 and 2 Enter here and on Form 1120-POL, line 17b \$
4 Did the filing organization file Form 1120-POL for this year? Yes No
5 Enter the names, addresses and employer identification number (EIN) of all section 527 political organizations to which the filing organization made payments

Table with 5 columns: (a) Name, (b) Address, (c) EIN, (d) Amount paid from filing organization's funds, (e) Amount of political contributions received and promptly and directly delivered to a separate political organization

**Part II-A Complete if the organization is exempt under section 501(c)(3) and filed Form 5768 (election under section 501(h)).**

- A** Check  if the filing organization belongs to an affiliated group (and list in Part IV each affiliated group member's name, address, EIN, expenses, and share of excess lobbying expenditures)
- B** Check  if the filing organization checked box A and "limited control" provisions apply

<b>Limits on Lobbying Expenditures</b> (The term "expenditures" means amounts paid or incurred.)	(a) Filing organization's totals	(b) Affiliated group totals												
<b>1a</b> Total lobbying expenditures to influence public opinion (grass roots lobbying)														
<b>b</b> Total lobbying expenditures to influence a legislative body (direct lobbying)	78,000													
<b>c</b> Total lobbying expenditures (add lines 1a and 1b)	78,000													
<b>d</b> Other exempt purpose expenditures	19,874,130													
<b>e</b> Total exempt purpose expenditures (add lines 1c and 1d)	19,952,130													
<b>f</b> Lobbying nontaxable amount Enter the amount from the following table in both columns	1,000,000													
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 35%;">If the amount on line 1e, column (a) or (b) is:</th> <th>The lobbying nontaxable amount is:</th> </tr> </thead> <tbody> <tr> <td>Not over \$500,000</td> <td>20% of the amount on line 1e</td> </tr> <tr> <td>Over \$500,000 but not over \$1,000,000</td> <td>\$100,000 plus 15% of the excess over \$500,000</td> </tr> <tr> <td>Over \$1,000,000 but not over \$1,500,000</td> <td>\$175,000 plus 10% of the excess over \$1,000,000</td> </tr> <tr> <td>Over \$1,500,000 but not over \$17,000,000</td> <td>\$225,000 plus 5% of the excess over \$1,500,000</td> </tr> <tr> <td>Over \$17,000,000</td> <td>\$1,000,000</td> </tr> </tbody> </table>			If the amount on line 1e, column (a) or (b) is:	The lobbying nontaxable amount is:	Not over \$500,000	20% of the amount on line 1e	Over \$500,000 but not over \$1,000,000	\$100,000 plus 15% of the excess over \$500,000	Over \$1,000,000 but not over \$1,500,000	\$175,000 plus 10% of the excess over \$1,000,000	Over \$1,500,000 but not over \$17,000,000	\$225,000 plus 5% of the excess over \$1,500,000	Over \$17,000,000	\$1,000,000
If the amount on line 1e, column (a) or (b) is:	The lobbying nontaxable amount is:													
Not over \$500,000	20% of the amount on line 1e													
Over \$500,000 but not over \$1,000,000	\$100,000 plus 15% of the excess over \$500,000													
Over \$1,000,000 but not over \$1,500,000	\$175,000 plus 10% of the excess over \$1,000,000													
Over \$1,500,000 but not over \$17,000,000	\$225,000 plus 5% of the excess over \$1,500,000													
Over \$17,000,000	\$1,000,000													
<b>g</b> Grassroots nontaxable amount (enter 25% of line 1f)	250,000													
<b>h</b> Subtract line 1g from line 1a If zero or less, enter -0-														
<b>i</b> Subtract line 1f from line 1c If zero or less, enter -0-														
<b>j</b> If there is an amount other than zero on either line 1h or line 1i, did the organization file Form 4720 reporting section 4911 tax for this year?		<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No												

**4-Year Averaging Period Under Section 501(h)**  
(Some organizations that made a section 501(h) election do not have to complete all of the five columns below. See the instructions for lines 2a through 2f on page 4.)

<b>Lobbying Expenditures During 4-Year Averaging Period</b>					
Calendar year (or fiscal year beginning in)	(a) 2009	(b) 2010	(c) 2011	(d) 2012	(e) Total
<b>2a</b> Lobbying nontaxable amount	934,716	801,642	863,361	1,000,000	3,599,719
<b>b</b> Lobbying ceiling amount (150% of line 2a, column(e))					5,399,579
<b>c</b> Total lobbying expenditures	106,000	85,697	65,378	78,000	335,075
<b>d</b> Grassroots nontaxable amount	233,679	200,411	215,840	250,000	899,930
<b>e</b> Grassroots ceiling amount (150% of line 2d, column (e))					1,349,895
<b>f</b> Grassroots lobbying expenditures	0		0		0

**Part II-B Complete if the organization is exempt under section 501(c)(3) and has NOT filed Form 5768 (election under section 501(h)).**

For each "Yes" response to lines 1a through 1j below, provide in Part IV a detailed description of the lobbying activity.

	(a)		(b)
	Yes	No	Amount
<b>1</b> During the year, did the filing organization attempt to influence foreign, national, state or local legislation, including any attempt to influence public opinion on a legislative matter or referendum, through the use of			
<b>a</b> Volunteers?			
<b>b</b> Paid staff or management (include compensation in expenses reported on lines 1c through 1i)?			
<b>c</b> Media advertisements?			
<b>d</b> Mailings to members, legislators, or the public?			
<b>e</b> Publications, or published or broadcast statements?			
<b>f</b> Grants to other organizations for lobbying purposes?			
<b>g</b> Direct contact with legislators, their staffs, government officials, or a legislative body?			
<b>h</b> Rallies, demonstrations, seminars, conventions, speeches, lectures, or any similar means?			
<b>i</b> Other activities?			
<b>j</b> Total. Add lines 1c through 1i			
<b>2a</b> Did the activities in line 1 cause the organization to be not described in section 501(c)(3)?			
<b>b</b> If "Yes," enter the amount of any tax incurred under section 4912			
<b>c</b> If "Yes," enter the amount of any tax incurred by organization managers under section 4912			
<b>d</b> If the filing organization incurred a section 4912 tax, did it file Form 4720 for this year?			

**Part III-A Complete if the organization is exempt under section 501(c)(4), section 501(c)(5), or section 501(c)(6).**

	Yes	No
<b>1</b> Were substantially all (90% or more) dues received nondeductible by members?	<b>1</b>	
<b>2</b> Did the organization make only in-house lobbying expenditures of \$2,000 or less?	<b>2</b>	
<b>3</b> Did the organization agree to carry over lobbying and political expenditures from the prior year?	<b>3</b>	

**Part III-B Complete if the organization is exempt under section 501(c)(4), section 501(c)(5), or section 501(c)(6) and if either (a) BOTH Part III-A, lines 1 and 2, are answered "No" OR (b) Part III-A, line 3, is answered "Yes."**

<b>1</b> Dues, assessments and similar amounts from members	<b>1</b>
<b>2</b> Section 162(e) nondeductible lobbying and political expenditures (do not include amounts of political expenses for which the section 527(f) tax was paid).	
<b>a</b> Current year	<b>2a</b>
<b>b</b> Carryover from last year	<b>2b</b>
<b>c</b> Total	<b>2c</b>
<b>3</b> Aggregate amount reported in section 6033(e)(1)(A) notices of nondeductible section 162(e) dues	<b>3</b>
<b>4</b> If notices were sent and the amount on line 2c exceeds the amount on line 3, what portion of the excess does the organization agree to carryover to the reasonable estimate of nondeductible lobbying and political expenditure next year?	<b>4</b>
<b>5</b> Taxable amount of lobbying and political expenditures (see instructions)	<b>5</b>

**Part IV Supplemental Information**

Complete this part to provide the descriptions required for Part I-A, line 1, Part I-B, line 4, Part I-C, line 5, Part II-A (affiliated group list), Part II-A, line 2, and Part II-B, line 1. Also, complete this part for any additional information.

Identifier	Return Reference	Explanation
ADDITIONAL INFORMATION REGARDING LOBBYING ACTIVITIES,	PART II-A, LINE 1B	NOT INCLUDED ON LINE 1B OF PART II-A OF SCHEDULE C WERE \$180,000 OF IN-KIND LOBBYING EXPENDITURES PROVIDED BY A TRUSTEE OF THE MUSEUM AS FORM 990 DOES NOT PERMIT REPORTING OF IN-KIND EXPENSES AND THE CORRESPONDING IN-KIND REVENUE, WE HAVE EXCLUDED THIS AMOUNT FROM SCHEDULE C

SCHEDULE D (Form 990)

OMB No 1545-0047

Supplemental Financial Statements

2012

Open to Public Inspection

Complete if the organization answered "Yes," to Form 990, Part IV, line 6, 7, 8, 9, 10, 11a, 11b, 11c, 11d, 11e, 11f, 12a, or 12b. Attach to Form 990. See separate instructions.

Department of the Treasury Internal Revenue Service

Name of the organization

THE ROCK AND ROLL HALL OF FAME AND MUSEUM INC

Employer identification number

34-1520995

Part I Organizations Maintaining Donor Advised Funds or Other Similar Funds or Accounts. Complete if the organization answered "Yes" to Form 990, Part IV, line 6.

Table with 2 columns: (a) Donor advised funds, (b) Funds and other accounts. Rows include total number at end of year, aggregate contributions, aggregate grants, aggregate value, and questions about donor advised funds and grant purposes.

Part II Conservation Easements. Complete if the organization answered "Yes" to Form 990, Part IV, line 7.

Form for Part II Conservation Easements. Includes checkboxes for various purposes (land for public use, natural habitat, open space, historic structure), questions about monitoring, expenses, and reporting requirements.

Table titled 'Held at the End of the Year' with rows 2a, 2b, 2c, and 2d.

Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets. Complete if the organization answered "Yes" to Form 990, Part IV, line 8.

Form for Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets. Includes questions about reporting requirements and amounts for revenues and assets.

Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets (continued)

3 Using the organization's acquisition, accession, and other records, check any of the following that are a significant use of its collection items (check all that apply)

- a Public exhibition, b Scholarly research, c Preservation for future generations, d Loan or exchange programs, e Other

4 Provide a description of the organization's collections and explain how they further the organization's exempt purpose in Part XIII

5 During the year, did the organization solicit or receive donations of art, historical treasures or other similar assets to be sold to raise funds rather than to be maintained as part of the organization's collection? Yes No

Part IV Escrow and Custodial Arrangements. Complete if the organization answered "Yes" to Form 990, Part IV, line 9, or reported an amount on Form 990, Part X, line 21.

1a Is the organization an agent, trustee, custodian or other intermediary for contributions or other assets not included on Form 990, Part X? Yes No

b If "Yes," explain the arrangement in Part XIII and complete the following table

Table with 2 columns: Description (1c-1f) and Amount

2a Did the organization include an amount on Form 990, Part X, line 21? Yes No

b If "Yes," explain the arrangement in Part XIII. Check here if the explanation has been provided in Part XIII

Part V Endowment Funds. Complete if the organization answered "Yes" to Form 990, Part IV, line 10.

Table with 6 columns: (a) Current year, (b) Prior year, (c) Two years back, (d) Three years back, (e) Four years back. Rows include 1a-1g.

2 Provide the estimated percentage of the current year end balance (line 1g, column (a)) held as

- a Board designated or quasi-endowment 100.000%
b Permanent endowment 0%
c Temporarily restricted endowment 0%
The percentages in lines 2a, 2b, and 2c should equal 100%

3a Are there endowment funds not in the possession of the organization that are held and administered for the organization by

Table with 3 columns: Description (3a(i), 3a(ii), 3b) and Yes/No columns

4 Describe in Part XIII the intended uses of the organization's endowment funds

Part VI Land, Buildings, and Equipment. See Form 990, Part X, line 10.

Table with 5 columns: (a) Cost or other basis (investment), (b) Cost or other basis (other), (c) Accumulated depreciation, (d) Book value. Rows include 1a-1e and Total.

**Part VII Investments—Other Securities.** See Form 990, Part X, line 12.

(a) Description of security or category (including name of security)	(b) Book value	(c) Method of valuation Cost or end-of-year market value
(1) Financial derivatives		
(2) Closely-held equity interests		
Other		
<b>Total.</b> (Column (b) must equal Form 990, Part X, col (B) line 12)		

**Part VIII Investments—Program Related.** See Form 990, Part X, line 13.

(a) Description of investment type	(b) Book value	(c) Method of valuation Cost or end-of-year market value
<b>Total.</b> (Column (b) must equal Form 990, Part X, col (B) line 13)		

**Part IX Other Assets.** See Form 990, Part X, line 15.

(a) Description	(b) Book value
<b>Total.</b> (Column (b) must equal Form 990, Part X, col.(B) line 15.)	

**Part X Other Liabilities.** See Form 990, Part X, line 25.

1 (a) Description of liability	(b) Book value
Federal income taxes	0
<b>Total.</b> (Column (b) must equal Form 990, Part X, col (B) line 25)	0

2. Fin 48 (ASC 740) Footnote In Part XIII, provide the text of the footnote to the organization's financial statements that reports the organization's liability for uncertain tax positions under FIN 48 (ASC 740) Check here if the text of the footnote has been provided in Part XIII

**Part XI Reconciliation of Revenue per Audited Financial Statements With Revenue per Return**

<b>1</b>	Total revenue, gains, and other support per audited financial statements . . . . .	<b>1</b>	21,190,419
<b>2</b>	Amounts included on line 1 but not on Form 990, Part VIII, line 12		
<b>a</b>	Net unrealized gains on investments . . . . .	<b>2a</b>	661,471
<b>b</b>	Donated services and use of facilities . . . . .	<b>2b</b>	342,246
<b>c</b>	Recoveries of prior year grants . . . . .	<b>2c</b>	
<b>d</b>	Other (Describe in Part XIII ) . . . . .	<b>2d</b>	972,169
<b>e</b>	Add lines <b>2a</b> through <b>2d</b> . . . . .	<b>2e</b>	1,975,886
<b>3</b>	Subtract line <b>2e</b> from line <b>1</b> . . . . .	<b>3</b>	19,214,533
<b>4</b>	Amounts included on Form 990, Part VIII, line 12, but not on line <b>1</b>		
<b>a</b>	Investment expenses not included on Form 990, Part VIII, line 7b . . . . .	<b>4a</b>	
<b>b</b>	Other (Describe in Part XIII ) . . . . .	<b>4b</b>	
<b>c</b>	Add lines <b>4a</b> and <b>4b</b> . . . . .	<b>4c</b>	
<b>5</b>	Total revenue Add lines <b>3</b> and <b>4c</b> . (This must equal Form 990, Part I, line 12 ) . . . . .	<b>5</b>	19,214,533

**Part XII Reconciliation of Expenses per Audited Financial Statements With Expenses per Return**

<b>1</b>	Total expenses and losses per audited financial statements . . . . .	<b>1</b>	26,304,138
<b>2</b>	Amounts included on line 1 but not on Form 990, Part IX, line 25		
<b>a</b>	Donated services and use of facilities . . . . .	<b>2a</b>	342,246
<b>b</b>	Prior year adjustments . . . . .	<b>2b</b>	
<b>c</b>	Other losses . . . . .	<b>2c</b>	
<b>d</b>	Other (Describe in Part XIII ) . . . . .	<b>2d</b>	972,169
<b>e</b>	Add lines <b>2a</b> through <b>2d</b> . . . . .	<b>2e</b>	1,314,415
<b>3</b>	Subtract line <b>2e</b> from line <b>1</b> . . . . .	<b>3</b>	24,989,723
<b>4</b>	Amounts included on Form 990, Part IX, line 25, but not on line <b>1</b> :		
<b>a</b>	Investment expenses not included on Form 990, Part VIII, line 7b . . . . .	<b>4a</b>	
<b>b</b>	Other (Describe in Part XIII ) . . . . .	<b>4b</b>	
<b>c</b>	Add lines <b>4a</b> and <b>4b</b> . . . . .	<b>4c</b>	
<b>5</b>	Total expenses Add lines <b>3</b> and <b>4c</b> . (This must equal Form 990, Part I, line 18 ) . . . . .	<b>5</b>	24,989,723

**Part XIII Supplemental Information**

Complete this part to provide the descriptions required for Part II, lines 3, 5, and 9, Part III, lines 1a and 4, Part IV, lines 1b and 2b, Part V, line 4, Part X, line 2, Part XI, lines 2d and 4b, and Part XII, lines 2d and 4b Also complete this part to provide any additional information

Identifier	Return Reference	Explanation
FINANCIAL STATEMENT FOOTNOTE FOR COLLECTION,	PART III, LINE 1A	THE ROCKHALL EXHIBITS, COLLECTS, PRESERVES, AND INTERPRETS THE ARTISTIC AND SOCIO-CULTURAL MILIEU OF ROCK AND ROLL MUSIC THE CURATORIAL COLLECTION CONSISTS OF RECORDINGS AND TWO- AND THREE-DIMENSIONAL ARTIFACTS INCLUDING LYRICS, CORRESPONDENCE, STAGE COSTUMES, AND INSTRUMENTS THE COLLECTION IS HELD FOR PUBLIC EXHIBITION AND EDUCATION IT IS THE ROCKHALL'S POLICY NOT TO CAPITALIZE ITEMS THAT ARE DONATED TO OR PURCHASED FOR ITS CURATORIAL COLLECTION
CURATORIAL COLLECTION EXPLANATION,	PART III, LINE 4	THE MUSEUM'S COLLECTION CONSISTS OF RECORDINGS AND TWO- AND THREE-DIMENSIONAL ARTIFACTS INCLUDING LYRICS, CORRESPONDENCE, STAGE COSTUMES AND INSTRUMENTS IT EXHIBITS THESE ITEMS IN A 150,000 SQUARE FOOT MUSEUM THAT ATTRACTS APPROXIMATELY 440,000 VISITORS PER YEAR IN ADDITION, THE MUSEUM'S 25,000 SQUARE FOOT LIBRARY AND ARCHIVES PRESERVES AND MAKES AVAILABLE TO SCHOLARS AND RESEARCHERS ITS COLLECTION OF TWO-DIMENSIONAL ARTIFACTS
INTENDED USES OF ENDOWMENT FUNDS,	PART V, LINE 4	THE MUSEUM'S ENDOWMENTS CONSIST OF BOARD-DESIGNATED ENDOWMENT FUNDS ESTABLISHED TO SUPPORT THE MUSEUM'S MISSION
FINANCIAL STATEMENT FOOTNOTE REGARDING UNCERTAIN TAX POSITIONS,	PART X, LINE 2	THE MUSEUM DOES NOT HAVE ANY MATERIAL UNCERTAIN TAX RETURN POSITIONS IN ITS FINANCIAL STATEMENTS THE FOOTNOTE FROM THE AUDITED FINANCIAL STATEMENTS REGARDING FIN 48 (ASC 740) IS AS FOLLOWS THE ROCK HALL HAS ADOPTED THE ACCOUNTING STANDARD ON ACCOUNTING FOR UNCERTAINTY IN INCOME TAXES, WHICH ADDRESSES THE DETERMINATION OF WHETHER TAX BENEFITS CLAIMED OR EXPECTED TO BE CLAIMED ON A TAX RETURN SHOULD BE RECORDED IN THE CONSOLIDATED FINANCIAL STATEMENTS UNDER THIS GUIDANCE, THE ROCK HALL MAY RECOGNIZE THE TAX BENEFIT FROM AN UNCERTAIN TAX POSITION ONLY IF IT IS MORE LIKELY THAN NOT THAT THE TAX POSITION WILL BE SUSTAINED ON EXAMINATION BY TAXING AUTHORITIES, BASED ON THE TECHNICAL MERITS OF THE POSITION THE TAX BENEFITS RECOGNIZED IN THE CONSOLIDATED FINANCIAL STATEMENTS FROM SUCH A POSITION ARE MEASURED BASED ON THE LARGEST BENEFIT THAT HAS A GREATER THAN 50 PERCENT LIKELIHOOD OF BEING REALIZED UPON ULTIMATE SETTLEMENT AT DECEMBER 31, 2012 AND 2011, THERE WERE NO UNRECOGNIZED TAX BENEFITS IDENTIFIED OR RECORDED AS LIABILITIES THE ROCK HALL FILES FORMS 990 IN THE U S FEDERAL JURISDICTION AND THE STATE OF OHIO THE ROCK HALL IS NOT SUBJECT TO EXAMINATION BY THE INTERNAL REVENUE SERVICE FOR YEARS BEFORE 2009
OTHER CHANGES IN REVENUE,	PART XII, LINE 2D	RENTAL EXPENSES \$176,407, SPECIAL EVENT EXPENSES \$797,372, AUCTION RELATED EXPENSES (\$1,610), TOTAL \$972,169
OTHER CHANGES IN EXPENSES,	PART XIII, LINE 2D	RENTAL EXPENSES \$176,407, SPECIAL EVENT EXPENSES \$797,372, AUCTION RELATED EXPENSES (\$1,610), TOTAL \$972,169

SCHEDULE G (Form 990 or 990-EZ)

Supplemental Information Regarding Fundraising or Gaming Activities

OMB No 1545-0047

2012

Open to Public Inspection

Complete if the organization answered "Yes" to Form 990, Part IV, lines 17, 18, or 19, or if the organization entered more than \$15,000 on Form 990-EZ, line 6a. Form 990-EZ filers are not required to complete this part.

Attach to Form 990 or Form 990-EZ. See separate instructions.

Department of the Treasury Internal Revenue Service

Name of the organization THE ROCK AND ROLL HALL OF FAME AND MUSEUM INC

Employer identification number 34-1520995

Part I Fundraising Activities. Complete if the organization answered "Yes" to Form 990, Part IV, line 17.

1 Indicate whether the organization raised funds through any of the following activities. Check all that apply.

- a Mail solicitations, b Internet and email solicitations, c Phone solicitations, d In-person solicitations, e Solicitation of non-government grants, f Solicitation of government grants, g Special fundraising events

2a Did the organization have a written or oral agreement with any individual... Yes No

b If "Yes," list the ten highest paid individuals or entities (fundraisers) pursuant to agreements under which the fundraiser is to be compensated at least \$5,000 by the organization

Table with 6 columns: (i) Name and address of individual or entity (fundraiser), (ii) Activity, (iii) Did fundraiser have custody or control of contributions?, (iv) Gross receipts from activity, (v) Amount paid to (or retained by) fundraiser listed in col (i), (vi) Amount paid to (or retained by) organization. Includes a Total row at the bottom.

3 List all states in which the organization is registered or licensed to solicit funds or has been notified it is exempt from registration or licensing



**Part II Fundraising Events.** Complete if the organization answered "Yes" to Form 990, Part IV, line 18, or reported more than \$15,000 of fundraising event contributions and gross income on Form 990-EZ, lines 1 and 6b. List events with gross receipts greater than \$5,000.

		(a) Event #1	(b) Event #2	(c) Other events	(d) Total events
		<u>INDUCTION</u> (event type)	<u>AMMS</u> (event type)	<u>4</u> (total number)	(add col (a) through col (c))
<b>Revenue</b>	<b>1</b> Gross receipts . . . . .	1,265,618	166,120	194,571	1,626,309
	<b>2</b> Less Contributions . . . . .	828,849	134,405	79,670	1,042,924
	<b>3</b> Gross income (line 1 minus line 2) . . . . .	436,769	31,715	114,901	583,385
<b>Direct Expenses</b>	<b>4</b> Cash prizes . . . . .				
	<b>5</b> Noncash prizes . . . . .				
	<b>6</b> Rent/facility costs . . . . .				
	<b>7</b> Food and beverages . . . . .				
	<b>8</b> Entertainment . . . . .				
	<b>9</b> Other direct expenses . . . . .	546,169	38,148	213,055	797,372
	<b>10</b> Direct expense summary Add lines 4 through 9 in column (d) . . . . . ▶				(797,372)
<b>11</b> Net income summary Combine line 3, column (d), and line 10 . . . . . ▶				-213,987	

**Part III Gaming.** Complete if the organization answered "Yes" to Form 990, Part IV, line 19, or reported more than \$15,000 on Form 990-EZ, line 6a.

		(a) Bingo	(b) Pull tabs/Instant bingo/progressive bingo	(c) Other gaming	(d) Total gaming (add col (a) through col (c))
		<b>1</b> Gross revenue . . . . .			
<b>Direct Expenses</b>	<b>2</b> Cash prizes . . . . .				
	<b>3</b> Non-cash prizes . . . . .				
	<b>4</b> Rent/facility costs . . . . .				
	<b>5</b> Other direct expenses . . . . .				
<b>6</b> Volunteer labor . . . . .	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No		
<b>7</b> Direct expense summary Add lines 2 through 5 in column (d) . . . . . ▶					
<b>8</b> Net gaming income summary Combine lines 1 and 7 in column (d) . . . . . ▶					

**9** Enter the state(s) in which the organization operates gaming activities \_\_\_\_\_

**a** Is the organization licensed to operate gaming activities in each of these states? . . . . .  Yes  No

**b** If "No," explain \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**10a** Were any of the organization's gaming licenses revoked, suspended or terminated during the tax year? . . . . .  Yes  No

**b** If "Yes," explain \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Does the organization operate gaming activities with nonmembers?  Yes  No

**12** Is the organization a grantor, beneficiary or trustee of a trust or a member of a partnership or other entity formed to administer charitable gaming?  Yes  No

**13** Indicate the percentage of gaming activity operated in

<b>a</b> The organization's facility	<b>13a</b>	
<b>b</b> An outside facility	<b>13b</b>	

**14** Enter the name and address of the person who prepares the organization's gaming/special events books and records

Name ▶ .....

Address ▶ .....

**15a** Does the organization have a contract with a third party from whom the organization receives gaming revenue?  Yes  No

**b** If "Yes," enter the amount of gaming revenue received by the organization ▶ \$ \_\_\_\_\_ and the amount of gaming revenue retained by the third party ▶ \$ \_\_\_\_\_

**c** If "Yes," enter name and address of the third party

Name ▶ .....

Address ▶ .....

**16** Gaming manager information

Name ▶ .....

Gaming manager compensation ▶ \$ .....

Description of services provided ▶ .....

Director/officer                       Employee                       Independent contractor

**17** Mandatory distributions

**a** Is the organization required under state law to make charitable distributions from the gaming proceeds to retain the state gaming license?  Yes  No

**b** Enter the amount of distributions required under state law distributed to other exempt organizations or spent in the organization's own exempt activities during the tax year ▶ \$ \_\_\_\_\_

**Part IV Supplemental Information.** Complete this part to provide the explanations required by Part I, line 2b, columns (iii) and (v), and Part III, lines 9, 9b, 10b, 15b, 15c, 16, and 17b, as applicable. Also complete this part to provide any additional information (see instructions).

Identifier	Return Reference	Explanation
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**Schedule J**  
(Form 990)

**Compensation Information**

OMB No 1545-0047

**2012**

**Open to Public Inspection**

For certain Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees

▶ Complete if the organization answered "Yes" to Form 990, Part IV, question 23.

▶ Attach to Form 990. ▶ See separate instructions.

Department of the Treasury  
Internal Revenue Service

Name of the organization  
THE ROCK AND ROLL HALL OF FAME AND MUSEUM INC

Employer identification number

34-1520995

**Part I Questions Regarding Compensation**

- 1a** Check the appropriate box(es) if the organization provided any of the following to or for a person listed in Form 990, Part VII, Section A, line 1a Complete Part III to provide any relevant information regarding these items
- |  |  |
|--|--|
| <input type="checkbox"/> First-class or charter travel             | <input type="checkbox"/> Housing allowance or residence for personal use |
| <input type="checkbox"/> Travel for companions                     | <input type="checkbox"/> Payments for business use of personal residence |
| <input type="checkbox"/> Tax indemnification and gross-up payments | <input type="checkbox"/> Health or social club dues or initiation fees   |
| <input type="checkbox"/> Discretionary spending account            | <input type="checkbox"/> Personal services (e g , maid, chauffeur, chef) |

**b** If any of the boxes in line 1a are checked, did the organization follow a written policy regarding payment or reimbursement or provision of all of the expenses described above? If "No," complete Part III to explain

**2** Did the organization require substantiation prior to reimbursing or allowing expenses incurred by all officers, directors, trustees, and the CEO/Executive Director, regarding the items checked in line 1a?

**3** Indicate which, if any, of the following the filing organization used to establish the compensation of the organization's CEO/Executive Director Check all that apply Do not check any boxes for methods used by a related organization to establish compensation of the CEO/Executive Director, but explain in Part III

- |   |   |
|---|---|
| <input checked="" type="checkbox"/> Compensation committee              | <input checked="" type="checkbox"/> Written employment contract                     |
| <input checked="" type="checkbox"/> Independent compensation consultant | <input checked="" type="checkbox"/> Compensation survey or study                    |
| <input type="checkbox"/> Form 990 of other organizations                | <input checked="" type="checkbox"/> Approval by the board or compensation committee |

**4** During the year, did any person listed in Form 990, Part VII, Section A, line 1a with respect to the filing organization or a related organization

- a** Receive a severance payment or change-of-control payment?
- b** Participate in, or receive payment from, a supplemental nonqualified retirement plan?
- c** Participate in, or receive payment from, an equity-based compensation arrangement?  
If "Yes" to any of lines 4a-c, list the persons and provide the applicable amounts for each item in Part III

**Only 501(c)(3) and 501(c)(4) organizations only must complete lines 5-9.**

**5** For persons listed in Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the revenues of

- a** The organization?
- b** Any related organization?

If "Yes," to line 5a or 5b, describe in Part III

**6** For persons listed in Form 990, Part VII, Section A, line 1a, did the organization pay or accrue any compensation contingent on the net earnings of

- a** The organization?
- b** Any related organization?

If "Yes," to line 6a or 6b, describe in Part III

**7** For persons listed in Form 990, Part VII, Section A, line 1a, did the organization provide any non-fixed payments not described in lines 5 and 6? If "Yes," describe in Part III

**8** Were any amounts reported in Form 990, Part VII, paid or accrued pursuant to a contract that was subject to the initial contract exception described in Regulations section 53.4958-4(a)(3)? If "Yes," describe in Part III

**9** If "Yes" to line 8, did the organization also follow the rebuttable presumption procedure described in Regulations section 53.4958-6(c)?

	Yes	No
<b>1b</b>		
<b>2</b>		
<b>4a</b>	Yes	
<b>4b</b>	Yes	
<b>4c</b>		No
<b>5a</b>		No
<b>5b</b>		No
<b>6a</b>		No
<b>6b</b>		No
<b>7</b>	Yes	
<b>8</b>		No
<b>9</b>		

**Part II Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees.** Use duplicate copies if additional space is needed.

For each individual whose compensation must be reported in Schedule J, report compensation from the organization on row (i) and from related organizations, described in the instructions, on row (ii) Do not list any individuals that are not listed on Form 990, Part VII

**Note.** The sum of columns (B)(i)-(iii) for each listed individual must equal the total amount of Form 990, Part VII, Section A, line 1a, applicable column (D) and (E) amounts for that individual

(A) Name and Title		(B) Breakdown of W-2 and/or 1099-MISC compensation			(C) Retirement and other deferred compensation	(D) Nontaxable benefits	(E) Total of columns (B)(i)-(D)	(F) Compensation reported as deferred in prior Form 990
		(i) Base compensation	(ii) Bonus & incentive compensation	(iii) Other reportable compensation				
(1) Terry Stewart President & CEO	(i)	332,180	125,250	37,190	59,577	25,582	579,779	0
	(ii)	0	0	0	0	0	0	0
(2) Brian Kenyon Exec VP & CFO	(i)	262,320	55,000	23,090	7,500	27,507	375,417	0
	(ii)	0	0	0	0	0	0	0
(3) Joel Peresman TRUSTEE & CEO OF RRHOF FDN	(i)	0	0	0	0	0	0	0
	(ii)	356,137	55,300	0	0	9,000	420,437	0
(4) James Henke VP- Curatorial Affairs	(i)	190,523	13,000	50,731	6,362	10,801	271,417	0
	(ii)	0	0	0	0	0	0	0
(5) Todd Mesek VP- Communications	(i)	145,164	37,500	90	11,405	7,962	202,121	0
	(ii)	0	0	0	0	0	0	0
(6) Gregory Harris VP- Development	(i)	192,482	39,300	6,215	7,188	22,499	267,684	0
	(ii)	0	0	0	0	0	0	0
(7) Jacklyn Chisholm VP-Planning&Inst Rel	(i)	102,065	5,000	52,139	3,274	8,196	170,674	0
	(ii)	0	0	0	0	0	0	0
(8) Lauren Onkey VP- Education	(i)	149,506	32,750	90	5,526	16,310	204,182	0
	(ii)	0	0	0	0	0	0	0

**Part III Supplemental Information**

Complete this part to provide the information, explanation, or descriptions required for Part I, lines 1a, 1b, 3, 4a, 4b, 4c, 5a, 5b, 6a, 6b, 7, and 8, and for Part II. Also complete this part for any additional information.

Identifier	Return Reference	Explanation
SEVERANCE PAYMENT EXPLANATION,	PART I, LINE 4A	JACKIE CHISHOLM RECEIVED A SEVERANCE PAYMENT OF \$52,070 DURING 2012
SUPPLEMENTAL NONQUALIFIED RETIREMENT PLANS EXPLANATION,	PART I, LINE 4B	TERRY STEWART AND BRIAN KENYON PARTICIPATED IN A SECTION 457(b) PLAN DURING 2012 MR STEWART'S CONTRIBUTION TO THE PLAN WAS \$16,500, AND MR KENYON'S CONTRIBUTION WAS \$17,000
NON-FIXED PAYMENT EXPLANATION,	PART I, LINE 7	THE MUSEUM CREATES A BONUS POOL FOR SENIOR MANAGEMENT IF OPERATING CASH FLOW OF THE ORGANIZATION SIGNIFICANTLY EXCEEDS THE PLAN THE BONUS POOL IS ALLOCATED TO MEMBERS OF SENIOR MANAGEMENT BASED UPON THEIR INDIVIDUAL PERFORMANCE DISTRIBUTIONS FROM THE POOL ARE APPROVED BY THE FINANCE COMMITTEE OF THE BOARD OF DIRECTORS

SCHEDULE M (Form 990)

Noncash Contributions

OMB No 1545-0047

2012

Open to Public Inspection

Complete if the organizations answered "Yes" on Form 990, Part IV, lines 29 or 30. Attach to Form 990.

Department of the Treasury Internal Revenue Service

Name of the organization THE ROCK AND ROLL HALL OF FAME AND MUSEUM INC

Employer identification number 34-1520995

Part I Types of Property

Table with 4 columns: (a) Check if applicable, (b) Number of contributions or items contributed, (c) Noncash contribution amounts reported on Form 990, Part VIII, line 1g, (d) Method of determining noncash contribution amounts. Rows include Art, Books, Cars, Securities, etc.

29 Number of Forms 8283 received by the organization during the tax year for contributions for which the organization completed Form 8283, Part IV, Donee Acknowledgement 29 6

Table with 3 columns: Question (30a, 31, 32a, 33), Yes, No. Contains questions about property holding periods and gift acceptance policies.

**Part III Supplemental Information.** Complete this part to provide the information required by Part I, lines 30b, 32b, and 33, and whether the organization is reporting in Part I, column (b), the number of contributions, the number of items received, or a combination of both. Also complete this part for any additional information.

Identifier	Return Reference	Explanation
THIRD PARTY SOLICITATION EXPLANATION,	LINE 32B	INDEPENDENT CONTRACTORS ARE ENGAGED TO PROCURE ARTIFACTS FOR THE MUSEUM'S LIBRARY AND ARCHIVES PAYMENTS TO THE CONTRACTORS FOR THEIR SERVICES ARE AT OR BELOW FAIR MARKET VALUE
EXPLANATION OF REPORTING OF HISTORICAL ARTIFACTS,	LINE 33	UNDER FINANCIAL ACCOUNTING STANDARDS, THE MUSEUM HAS ELECTED TO NOT RECORD REVENUE OR THE CORRESPONDING ASSETS FOR ITS COLLECTION OF ARTIFACTS, MEMORABILIA, AND CERTAIN OTHER NON-CASH ITEMS THIS METHOD OF ACCOUNTING IS ALLOWABLE UNDER GENERALLY ACCEPTED ACCOUNTING PRINCIPLES

**SCHEDULE O**  
(Form 990 or 990-EZ)

Department of the Treasury  
Internal Revenue Service

**Supplemental Information to Form 990 or 990-EZ**

**Complete to provide information for responses to specific questions on  
Form 990 or to provide any additional information.**  
▶ **Attach to Form 990 or 990-EZ.**

OMB No 1545-0047

**2012**

**Open to Public  
Inspection**

Name of the organization  
THE ROCK AND ROLL HALL OF FAME AND MUSEUM INC

**Employer identification number**

34-1520995

Identifier	Return Reference	Explanation
BUSINESS RELATIONSHIPS,	FORM 990, PART VI, LINE 2	BENJAMIN NEEDELL, ESQ HAS A BUSINESS RELATIONSHIP WITH JANN WENNER, WENNER MEDIA AND ITS AFFILIATES AND TRUSTS



Identifier	Return Reference	Explanation
ELECTION OF TRUSTEES,	FORM 990, PART VI, LINE 7A	THERE ARE 10 TRUSTEES OF THE ROCK AND ROLL HALL OF FAME AND MUSEUM, INC ("THE CORPORATION") ROCK AND ROLL HALL OF FAME FOUNDATION, INC , A CHARITY RECOGNIZED BY THE INTERNAL REVENUE SERVICE (IRS) AS AN ORGANIZATION DESCRIBED IN INTERNAL REVENUE CODE (IRC) SECTION 501(C)(3), DESIGNATES INDIVIDUALS FOR NOMINATION FOR 5 OF THE 10 TRUSTEE POSITIONS AS CLASS A TRUSTEES, AND CLEVELAND ROCK AND ROLL, INC , A CHARITY RECOGNIZED BY THE IRS AS AN ORGANIZATION DESCRIBED IN IRC SECTION 501(C)(3), DESIGNATES INDIVIDUALS FOR NOMINATION FOR 5 OF THE 10 TRUSTEE POSITIONS AS CLASS B TRUSTEES THE TRUSTEES OF THE CORPORATION THEN ELECT CLASS A AND CLASS B TRUSTEES FROM THOSE NOMINATED

Identifier	Return Reference	Explanation
REVIEW OF FORM 990,	FORM 990, PART VI, LINE 11B	FORM 990 IS REVIEWED INTERNALLY BY THE SENIOR DIRECTOR OF FINANCE AND THE EXECUTIVE VICE PRESIDENT AND CHIEF FINANCIAL OFFICER. IT IS SUBMITTED FOR REVIEW TO THE FINANCE COMMITTEE OF THE BOARD OF DIRECTORS AND TO THE ROCK AND ROLL HALL OF FAME AND MUSEUM'S BOARD OF DIRECTORS.

Identifier	Return Reference	Explanation
MONITORING CONFLICTS OF INTEREST,	FORM 990, PART VI, LINE 12C	AN ANNUAL QUESTIONNAIRE IS SENT TO ALL OFFICERS, DIRECTORS, TRUSTEES AND KEY EMPLOYEES IF A TRANSACTION ARISES IN WHICH AN INDIVIDUAL HAS A CONFLICT, THE PERSON IS EXCUSED FROM THE MEETING FOR THE DISCUSSION AND VOTE BY DISINTERESTED TRUSTEES OR COMMITTEE MEMBERS THE TRUSTEES AND/OR COMMITTEE MEMBERS BASE THEIR DECISION ON ALL THE FACTS AND CIRCUMSTANCES PRESENTED AND CONSIDER WHETHER THE TRANSACTION IS IN THE BEST INTERESTS OF THE MUSEUM PROPER RECORDS OF THE BOARD, COMMITTEE, OR SUBCOMMITTEE ARE MAINTAINED TO VERIFY THAT THE CONFLICT OF INTEREST POLICY HAS BEEN FOLLOWED

Identifier	Return Reference	Explanation
COMPENSATION REVIEW AND APPROVAL,	FORM 990, PART VI, LINE 15	AN OUTSIDE CONSULTANT REVIEWS THE JOB DESCRIPTIONS AND ASSOCIATED COMPENSATION LEVELS FOR THE CHIEF EXECUTIVE OFFICER AND ALL VICE PRESIDENTS. THE CONSULTANT'S FINDINGS ARE REVIEWED AND APPROVED BY THE FINANCE COMMITTEE OF THE BOARD OF DIRECTORS. ANY TIME JOB RESPONSIBILITIES ARE SIGNIFICANTLY CHANGED, THE REVIEW IS UPDATED. THE FINANCE COMMITTEE MEMBERS ARE INDEPENDENT OF THE CEO AND VICE PRESIDENTS. THE COMMITTEE'S DELIBERATIONS AND APPROVAL OF COMPENSATION ARE COMMUNICATED TO SENIOR MANAGEMENT BY THE FINANCE COMMITTEE CHAIR. AT THE END OF 2012, THE MUSEUM APPOINTED A NEW PRESIDENT AND CEO. THE COMPENSATION WAS SET UTILIZING AVAILABLE INTERNAL AND EXTERNAL DATA AS WELL AS TAKING INTO ACCOUNT THE EXPERIENCE OF THE CANDIDATE WHO WAS APPROVED BY THE MUSEUM BOARD.

Identifier	Return Reference	Explanation
AVAILABILITY OF DOCUMENTS,	FORM 990, PART VI, LINE 19	THE MUSEUM MAKES ITS CONFLICT OF INTEREST POLICY AND FINANCIAL STATEMENTS AVAILABLE UPON REQUEST ALSO, A BROAD MAILING IS MADE TO MANY CONSTITUENTS THE MUSEUM DOES NOT MAKE ITS GOVERNING DOCUMENTS AVAILABLE TO THE PUBLIC

Identifier	Return Reference	Explanation
OTHER PROGRAM SERVICES,	FORM 990, PART III, LINE 4	<p>The Museum's Education and Public Programs Division produces scores of activities and events each year that reinforce the Museum's commitment to the study and interpretation of rock and roll music and its roots. The content of these programs highlights not only the work of Rock and Roll Hall of Fame inductees, but also a broad spectrum of popular music ranging from the blues, country, and gospel of the early 1900s to the classic rock of the 1960s to the hip hop and pop sounds of today. These programs are presented in a variety of formats including interviews, performances, lectures, film screenings, master classes, conferences at venues both on- and off-site, and online. The Rock Hall's Library and Archives is the most comprehensive repository of materials relating to the history of rock and roll. Its mission is to collect, preserve, and provide access to these resources for scholars, educators, students, journalists, and the general public in order to broaden awareness and understanding of rock and roll, its roots, and its impact on our society. On January 17, 2012, the Library and Archives first opened its doors to the public. During 2012, thousands of visitors attended the Library and Archives, hundreds of reference queries were handled by Library and Archives staff, and several groups of college and university students visited with their instructors. The Library and Archives staff also curated three archival exhibits during the year. Additionally, the Library and Archives completed a lengthy project to digitally preserve all the existing video footage of past Rock Hall events, including induction ceremonies and education programs, and the staff also digitally preserved and cataloged footage from the Rock Hall's new Oral History project. The Library and Archives served 3,691 attendees in its opening year. The following provides a chronological review of programs conducted in 2012, with their intended objective and estimated attendance in parentheses, as available.</p> <p><b>ONGOING THROUGHOUT THE YEAR</b></p> <p><b>Toddler Rock</b> is a nationally acclaimed music-based outreach/education program for underserved preschoolers, their parents, caregivers and teachers. It was created at the Rock and Roll Hall of Fame and Museum, and implemented by board-certified music therapists. The program targets 3-5 year olds. The purpose is to promote positive interaction of children with their parents and teachers, and to increase the children's academic, social, communication and music skills through the structured use of music. A major goal of the program is to enhance the pre-academic skills that have been shown to be most indicative of later success in school, including letter recognition, rhyming and alliteration, all important for the acquisition of reading skills. Eleven concurrent classes convene one hour each day (Tuesdays and Thursdays). The program averages 360 students in the two hours per week times 30 weeks. The fiscal year equals 30 week sessions, fall, winter and spring. (Objective: involving the community with the Museum.)</p> <p><b>Rockin' the Schools</b> brings students from Northeast Ohio and beyond into the Museum for a one-hour educational class on the history of rock and roll. The program teaches students how music has played a role in some of the most important social, cultural, and political issues in modern history. Teachers can choose from a set of classes on topics such as the roots of rock and roll, music as a social force, the science of sound, music and the language arts, hip-hop culture, and many more. The program is offered four days a week, January through June and October through December. (Objective: education and interpretation of rock and roll and its history. In 2012, the Museum taught 221 classes to 17,348 students and chaperones.)</p> <p><b>On the Road</b> uses dynamic videoconferencing to explore the history of rock and roll. Interactive classes are taught in real time and use the Museum's extensive educational resources to engage students in their own classrooms. These interdisciplinary classes, taught by Rock Hall educators, include exclusive interview clips with key figures in rock and roll history, behind-the-scenes commentary by Museum educators, audio and video clips of Rock and Roll Hall of Fame inductees, and more. The program is offered daily on-demand throughout the entire year. In 2012, the Rock Hall was awarded the Teachers Choice Award for the Best Content Provider (fifth consecutive year) in the Best Music and Performing Arts Museum category as well as the 2011-2012 CILC Pinnacle Award from the Center for Interactive Learning and Collaboration (CILC), which recognizes outstanding performance by a content provider. (Objective: education and interpretation of rock and roll and its history. In 2012, the Museum made 256 connections, teaching approx. 8,253 students, the best calendar year ever for this program.)</p> <p><b>Rock and Roll Night School</b> is a series of educational, discussion-based classes for adults offered free of charge.</p>

Identifier	Return Reference	Explanation
OTHER PROGRAM SERVICES,	FORM 990, PART III, LINE 4	<p>Large and are streamed live on the internet. Unless otherwise noted, members of the education department staff led the classes, which are geared towards adults interested in gaining more knowledge about rock and roll history. The program explores the history of rock and roll, from its roots to its current incarnations. Teachers Rock is a quarterly professional development workshop series for K-12 level teachers and school administrators interested in integrating popular music into core-curriculum teaching. Each spotlights a specific grade band or content area by exploring great moments in rock and roll history and the Rock and Roll Hall of Fame inductees who made those moments happen. Educators learn how to use appropriate arts-integrated activities and instructional methods and receive featured lessons and resources for use in their own classrooms. Star Rockers is a music-based program for mature seniors (from the inner city Goodrich-Gannett Neighborhood Center). Its goals are to engage seniors in creative music experiences that include composition, singing, dance/movement, introduction to technology, improvisation, lyric analysis, life review and reminiscence. Seniors are exposed to the history of rock and roll music through discussion, interactive media, exhibits, and artists at the museum. One hour sessions are held each week and are led by board-certified music therapists. (Class size is 8-10 which reflects the number accommodated by the GGNC's van. This translates to nearly 400 individual visits per year - based on an average of 8 people for 50 weeks.) Survey data from the seniors shows an increase in their music skills and intellectual awareness, and attests to a positive sense of belonging, meaningful socialization, and a high level of enjoyment. (Objective involving the community with the Museum.)</p> <p>Hall of Fame / Legends Series is a cornerstone of the Museum's curatorial and educational efforts. These programs bring some of rock and roll's biggest names to the Foster Theater for an intimate interview session and sometimes even impromptu performances. Each event is followed by a question and answer session that lets audience members ask what's on their mind.</p> <p>JANUARY Martin Luther King, Jr. Day To celebrate the legacy of Dr. Martin Luther King, Jr., the Rock and Roll Hall of Fame and Museum once again opened its doors to the public free of charge in a celebration of community spirit and civic pride during its Rock the Dream festival. This marked the 11th straight year that the Museum offered FREE admission to the public. The festival featured an array of musical talent headlined by Grammy Award-nominated singer and songwriter, Ledisi. (Objective involving the Cleveland community with the Museum and celebrating diversity, 7,319 attendees) Wednesday, January 18 Rock and Roll Night School - Revolution Girl Style Now! Punk Glory This month's Rock and Roll Night School discussed artists from Patti Smith to Bikini Kill, Siouxsie Sioux to Blondie - focusing on female musicians who claimed punk as their own and created music that challenged listeners to listen in a new way, to challenge long held beliefs and to redefine the position of women in society. This event was presented in conjunction with the Rock Hall's groundbreaking exhibit Women Who Rock. Vision, Passion, and Power (Objective education and interpretation of rock and roll and its history, 44 attendees, 49 unique viewers streaming online) Wednesday, January 25 Rosie Flores Tribute to Janis Martin This performance, which took place in the Museum's intimate Foster Theater, paid tribute to Janis Martin, one of the early pioneers of rock and roll and was presented in conjunction with the exhibit Women Who Rock. Vision, Passion, Power (Objective education and interpretation of rock and roll and its history, 136 attendees, 47 unique viewers streaming online) streaming online)</p>

Identifier	Return Reference	Explanation
OTHER PROGRAM SERVICES - CONTINUED,	FORM 990, PART III, LINE 4	<p>FEBRUARY Black History Month Black History Month is a month-long series of events highlighting African-American music. In 2012, in celebration of Black History Month, the Rock and Roll Hall of Fame and Museum produced a month-long tribute to African-American women in rock, entitled Ladies First. These events were presented in conjunction with the Museum's exhibit, Women Who Rock: Vision, Passion, Power (Objective education and interpretation of rock and roll and its history). Specific events included:</p> <ul style="list-style-type: none"> <li>Wednesday, February 8 Teachers Rock Professional Development Series for K-12 Educators. The topic of the workshop was Using the Rock and Roll Hall of Fame Library + Archives as an educational resource (15 attendees).</li> <li>Wednesday, February 8 FILM SCREENING Say My Name. A film by Mamames (76 attendees).</li> <li>Wednesday, February 15 Interview and DJ Demonstration with DJ Spinderella (from Salt N Peppa) (117 attendees, 26 unique viewers streaming online).</li> <li>Friday, February 17 Meshell Ndegeocello Live Performance (292 attendees).</li> <li>Wednesday, February 22 Rock and Roll Night School - Ladies First Women and Hip-Hop (65 attendees, 29 unique viewers streaming online).</li> <li>Wednesday, February 29 An Evening with Gloria Jones (89 attendees, 18 unique viewers streaming online).</li> <li>Thursday, March 1 "Willie Mae 'Big Mama' Thornton's Blues and the Sound of Rock and Roll," Lecture by Maureen Mahon of New York University (40 attendees, 18 unique viewers streaming online).</li> <li>Friday, February 10 An Afternoon with the Dramatics. The Rock Hall hosted a live interview with the legendary group the Dramatics on its Foster Theater stage. This event was presented in conjunction with the Valentines For Veterans concert with the Dramatics (Objective education and interpretation of rock and roll and its history, 106 attendees, 25 unique viewers streaming online).</li> <li>Friday, February 10 Valentines For Veterans concert with the Dramatics. The Rock Hall offered FREE museum admission February 7 - February 9, 2012 to Veterans as part of the National Salute to Veteran Patients Week. In addition to free Museum admission, the Rock and Roll Hall of Fame and Museum, Louis Stokes Cleveland Veterans Affairs Medical Center and Help Hospitalized Veterans welcomed legendary soul group, the Dramatics, on the Rock Hall's Main Stage (462 attendees).</li> <li>MARCH Saturday, March 3 "Chain of Fools" a Vietnam Veterans Top 20, Lecture by Craig Werner of the University of Wisconsin-Madison. Werner discussed how Vietnam veterans used popular music to tell their stories of the war (Objective education and interpretation of rock and roll and its history, 91 attendees).</li> <li>Wednesday, March 21 Photo Exhibit Spotlight with Chris Kennedy, Author of 1950s Radio In Color: The Lost Photographs of Deejay Tommy Edwards. Kennedy, who discovered the Tommy Edwards photos, discussed the stories behind the images with Rock Hall CEO Terry Stewart, who wrote the forward for the book that inspired the exhibit. This event took place in the Museum's intimate Foster Theater and was followed by a book signing. It was presented in conjunction with the Rock Hall's photography exhibit, 1950s Radio in Color: The Lost Photographs of Cleveland Deejay Tommy Edwards, which featured more than 30 images of 1950s music, film and television stars (Objective education and interpretation of rock and roll and its history, 119 attendees, 15 unique viewers streaming online).</li> <li>Wednesday, March 28 Rock and Roll Night School - Post Madonna Meltdown: Rock and Pop at Turn of the Millennium. Fashioning her own image as a sexually confident woman, Madonna moved the post-punk battle into the area of mainstream popular music, a move that resulted in an entire new generation of pop icons including Britney Spears, P!nk, Christina Aguilera, Lady Gaga, and Beyoncé. This Rock and Roll Night School will explore what it means for female performers to challenge conventions while also situating themselves as icons within popular culture. This event was presented in conjunction with the Rock Hall's groundbreaking exhibit Women Who Rock: Vision, Passion, and Power (Objective education and interpretation of rock and roll and its history, 65 attendees).</li> <li>Saturday, March 31 Rock and Roll "Day" School - The Moon Dog Coronation Ball with special guest Lance Freed, Son of Alan Freed. In conjunction with the 60th anniversary of the Moondog Coronation Ball and as part of the 2012 Induction Week celebration, the Rock Hall hosted a special afternoon edition of Rock and Roll Night School exploring the legacy of the Moondog Coronation Ball - a concert held at the Cleveland Arena in Cleveland, Ohio on March 21, 1952 - often called the first rock and roll concert. This event featured special guest Lance Freed, son of Alan Freed (Objective education and interpretation of rock and roll and its history, 86 attendees, 15 unique viewers streaming online).</li> <li>APRIL Monday, April 9 Library and Archives Ribbon Cutting Ceremony. The Library and Archives' grand opening dedication events included</li> </ul>



Identifier	Return Reference	Explanation
OTHER PROGRAM SERVICES - CONTINUED,	FORM 990, PART III, LINE 4	<p>uded a ribbon cutting and a panel discussion featuring musician/author Lenny Kaye, author Holly George-Warren, archivist Brenda Nelson-Strauss, musicologist Steve Waksman, and library director Andy Leach (Objective education and interpretation of rock and roll and its history, Approx 200 attendees) Tuesday, April 10 Rock Hall Inductee Spotlight The Class of 2012 In conjunction with the 2012 Induction Week celebration, this program connected to students around the world via the award-winning distance learning program On the Road This event is presented in conjunction with the Rock Hall's Voice Your Choice educational program, a national project that gives both teachers and students the tools to effectively evaluate the definition of "musical excellence" while creating an interactive forum in which they can further explore and explain their own aesthetic value system (Objective education and interpretation of rock and roll and its history, 59 unique streaming views, approx 1,770 students) Tuesday, April 10 Rock My Soul A Gospel Music Celebration Honoring Kirk Franklin In conjunction with the 2012 Induction Week celebration, the Rock Hall honored Kirk Franklin in a tribute to rock's gospel roots The program featured performances by Kirk Franklin, as well as Fred Hammond, Donnie McClurkin and church ensembles from across Cleveland honored him through music Special guest Daymond John acted as emcee (Objective education and interpretation of rock and roll and its history, 59 unique streaming views, 2,102 attendees at the State Theater) Wednesday, April 11 Teachers Rock Professional Development Series for K-12 Educators Voice Your Choice Project Spotlight This special workshop showcased Voice Your Choice projects from throughout Ohio, across the country, and around the world Participating Voice Your Choice teachers shared their students' work and discussed their strategies and approaches to the project Educators were invited to stay after the workshop for an exclusive look at the new exhibit - Grateful Dead Long, Strange Trip This was presented in conjunction with the 2012 Induction Week celebration (Objective education and integrating popular music into the K-12 classroom, 27 attendees) Wednesday, April 25 American Musicological Society/Rock Hall Lecture Series with David Brackett of McGill University Fox-Trots, Hillbillies, and the Classic Blues Categorizing Popular Music in the 1920s Brackett's lecture explored the relationship between categories of music and people in popular music by focusing on the 1920s The AMS/RRHOFM Lecture series consists of two events each year featuring members of the Society presenting engaging lectures on topics relevant to the mission of the Rock and Roll Hall of Fame and Museum (Objective education and interpretation of rock and roll and its history, 67 attendees, 22 unique viewers streaming online)</p>

Identifier	Return Reference	Explanation
OTHER PROGRAM SERVICES - CONTINUED,	FORM 990, PART III, LINE 4	<p>MAY Wednesday, May 9 FILM SCREENING George Harrison "Living in a Material World" George Harrison Living in the Material World takes viewers on the musical and spiritual voyage that was Harrison's life, much of it told in his own words (Objective education and interpretation of rock and roll and its history, 140 attendees) Wednesday, May 16 FILM SCREENING Louder Than Love The Grande Ballroom Story In the late 1960s, the Grande Ballroom helped to break some of America's most iconic rock bands, including MC5, Iggy and the Stooges and Ted Nugent and the Amboy Dukes, who influenced local musicians and inspired bands all over the U.S. and Great Britain. The screening was followed by an interview with director/producer Tony D'Annunzio (Objective education and interpretation of rock and roll and its history, 156 attendees) Saturday, May 19 Rock Your World For the thirteenth year the Rock and Roll Hall of Fame partnered with Cleveland Metropolitan School District's ALL-CITY ARTS PROGRAM to produce one of the community's signature festivals. The Rock Hall offered Rock Your World CMSD participants free admission to festival events as well as admission to tour the Museum (Objective involving the Cleveland community with the Museum and celebrating diversity, 4,740 attendees) Wednesday, May 30 FILM SCREENING The Grateful Dead Movie This film screening was presented in conjunction with the Rock Hall's featured exhibit, Grateful Dead The Long, Strange Trip (Objective education and interpretation of rock and roll and its history, 132 attendees) JUNE Thursday, June 7 Up Close and Personal with Kenny Vance and the Planotones Kenny Vance told stories of his career and performed live with the Planotones. The event was held in conjunction with the Cleveland Institute of Art's Cinematheque screening of American Hot Wax (Objective education and interpretation of rock and roll and its history, 126 attendees) Wednesday, June 13 Multimedia presentation by Paul Grushkin, author of Dead Letters, and Steven Marcus former and founding Manager of Grateful Dead Ticket Sales. Since the band's earliest days, Grateful Dead staff saved tens of thousands of decorated ticket-request envelopes sent to them by Dead Heads hoping to capture the ticketing staff's attention with their designs. Dead Letters The Very Best Grateful Dead Fan Mail collects more than 300 of these mind-blowing envelope masterpieces, all presented in 14 thematic chapters. This program was presented in conjunction with the Rock Hall's featured exhibit, Grateful Dead The Long, Strange Trip (Objective education and interpretation of rock and roll and its history, 92 attendees, 23 unique viewers streaming online) Sunday, June 24 Rock and Soul Festival The Rock and Soul Festival is a celebration of African American music. This soulful festival features performances by national and local artists and coincides with Black Music Month. This festival featured performances from R&amp;B musical artist Tank along with local artists Spirit 'N Truth and Minister Eddie B. Sands Jr. (Objective involving the Cleveland community with the Museum and celebrating diversity, 523 attendees) Wednesday, June 27 FILM SCREENING The Closing of Winterland This film screening was presented in conjunction with the Rock Hall's featured exhibit, Grateful Dead The Long, Strange Trip (Objective education and interpretation of rock and roll and its history, 88 attendees) JULY Saturday, July 7 Hall of Fame Series with Donna Jean Godchaux Donna Jean Godchaux sang with the Grateful Dead from 1972 to 1979. She also sang on numerous songs recorded at Fame, including Elvis Presley's "Suspicious Minds" and Percy Sledge's "When a Man Loves a Woman." This program was presented in conjunction with the Rock Hall's featured exhibit, Grateful Dead The Long, Strange Trip (Objective education and interpretation of rock and roll and its history, 153 attendees, 14 unique viewers streaming online) July 9-13, 2012 Summer Teacher Institute From July 9 to July 13, 2012, the Rock Hall's Summer Teacher Institute brought K-12 teachers together with award-winning educators, historians, arts education specialists, curriculum designers, journalists, and musicians to learn how to engage students in the classroom by integrating rock and roll into teaching across the K-12 curriculum in ways that meet and exceed state and national standards for learning. Highlights included Rock 101 rock history lessons, a screening of the movie Thunder Soul, a guest workshop and performance with Bobby Sanabria and an afternoon of workshops at the Library and Archives. Participants came from Ohio and 14 other states, as well as Canada and Australia. (Objective education and integrating popular music into the K-12 classroom, 54 attendees, including 3 presenters who stayed the entire week and 5 CMSD scholarship recipients) Tuesday, July 10 FILM SCREENING Thunder Soul The documentary Thunder Soul chronicles the history of Houston's Kashmere High School.</p>

Identifier	Return Reference	Explanation
OTHER PROGRAM SERVICES - CONTINUED,	FORM 990, PART III, LINE 4	<p>gh School Stage Band and its legendary band director, Conrad "Prof" Johnson This event was presented in conjunction with the Rock Hall's annual Summer Teacher Institute, a week-long workshop for teachers dedicated to bringing rock and roll into the classroom The screening was followed by a discussion with Craig Baldwin and Jimmie Walker, former members of the Kashmere Stage Band, as well as Conrad Johnson Jr , son of the group's founder (Objective education and interpretation of rock and roll and its history, 144 attendees) AUGUST Friday, August 3 Hall of Fame Series with Bill Kreutzmann Bill Kreutzmann played drums for the Grateful Dead throughout the band's 30-year existence This program was presented in conjunction with the Rock Hall's featured exhibit, Grateful Dead The Long, Strange Trip and took place during the Grateful Dead Weekend Celebration (Objective education and interpretation of rock and roll and its history, 180 attendees, 28 unique viewers streaming online) Friday, August 3 7 Walkers Concert (featuring Bill Kreutzmann) Inductee Bill Kreutzmann, former drummer for Grateful Dead, formed his current band 7 Walkers in 2008 with guitarist/vocalist Papa Mali This concert was presented in conjunction with the Rock Hall's featured exhibit, Grateful Dead The Long, Strange Trip and took place during the Grateful Dead Weekend Celebration (Objective education and interpretation of rock and roll and its history, 522 attendees) Wednesday, August 15 Rock and Roll Night School - The Road to the Dead The Grateful Dead and their Musical Roots This class explored the musical and philosophical roots of the Grateful Dead, from bluegrass, folk and blues to the experiments of the San Francisco Tape Center and composers like Terry Riley and Steve Reich, to the poetry of Neil Cassidy and the philosophy of Ken Kesey and Timothy Leary This program was presented in conjunction with the Rock Hall's featured exhibit, Grateful Dead The Long, Strange Trip (Objective education and interpretation of rock and roll and its history, 54 attendees, 126 unique viewers streaming online) Thursday, August 23 The One The Life and Music of James Brown by RJ Smith Author RJ Smith kicked off the Rock and Roll Hall of Fame's Library and Archives Author Series with a reading from his acclaimed biography, The One The Life and Music of James Brown This event took place in the Library Reading Room of the Rock and Roll Hall of Fame's Library and Archives After the reading, Smith answered questions from the audience and participate in a book signing (Objective education and interpretation of rock and roll and its history, 35 attendees) Sunday, August 26 Latino Heritage Festival The Latino Heritage Festival is an all-day free music festival and celebration showcasing Hispanic music The festival, a kick-off to Latino Heritage month, featured performances by Bobby Sanabria (Objective involving the Cleveland community with the Museum and celebrating diversity, 632 attendees) Wednesday, August 29 Hall of Fame Series with Tom Constanten Tom Constanten joined the Grateful Dead as their keyboard player during the recording of the band's second album, Anthem of the Sun, in 1968 He left the group in January 1970 This program was presented in conjunction with the Rock Hall's featured exhibit, Grateful Dead The Long, Strange Trip (Objective education and interpretation of rock and roll and its history, 131 attendees, 219 unique viewers streaming online)</p>

Identifier	Return Reference	Explanation
OTHER PROGRAM SERVICES - CONTINUED,	FORM 990, PART III, LINE 4	<p>SEPTEMBER Wednesday, September 19 "Just Can't get Enough" Photographs and opening interview with Robert Alford A leading music photographer, Robert Alford has had his work featured in Creem, Rolling Stone and People magazines and on television, album covers and liner notes The extensive list of musicians he has photographed reads like a "who's who" of popular music, from AC/DC to ZZ Top This program was presented in conjunction with the Rock Hall's exhibit, Just Can't Get Enough The Photographs of Robert Alford (Objective education and interpretation of rock and roll and its history, 66 attendees, 14 unique viewers streaming online) Wednesday, September 26 Legends Series with Ian Hunter The Rock and Roll Hall of Fame and Museum, Beachland Ballroom and Cleveland Rocks Past, Present and Future presented a live Legacy Project interview and fundraiser with Ian Hunter (Objective education and interpretation of rock and roll and its history, 167 attendees, 103 unique viewers streaming online) OCTOBER Tuesday, October 2 The People of Ohio Musicians and Music from Polonaise to Polka to Punk The Rock Hall's Library and Archives hosted The Peoples of Ohio Musicians and Music from Polonaise to Polka and Punk in the Black Box Theatre of the Tommy LiPuma Center for Creative Arts of Cuyahoga Community College (Tri-C) The event featured local singer-songwriters who performed from handwritten song lyrics housed in the Rock Hall's archival collections In addition, special guest John Soeder read from the writings of Jane Scott in the Rock Hall's newly acquired Jane Scott Papers The event was part of American Archives Month, and spotlighted the Rock Hall's new Northeast Ohio Popular Music Archives (NEOPMA) initiative (Objective education and interpretation of rock and roll and its history, 41 attendees) Tuesday, October 9 Legends Series with ASIA As part of the band's 30th Anniversary World Tour, this program featured original members of ASIA, including Geoff Downes, Steve Howe, and Carl Palmer (John Wetton was ill and could not participate) (Objective education and interpretation of rock and roll and its history, 165 attendees, 99 unique viewers streaming online) Sunday, October 14 World Festival As part of an ongoing community festival series at the Rock Hall, the World Festival offers the opportunity for Cleveland's diverse communities to become more familiar with the Museum and the variety of music genres and cultures it celebrates Performers included Mahima Venkatesh (Indian Folk Dance), Moises Borges (Brazilian Jazz), Saints Constantine and Helen Greek Dancers (Greek Folk Music and Dancing), The Vernon Jones Blues Cartel (Blues Band), Wind and Sand Dance Company (Middle Eastern Dance), Aretha Willis (Belly Dance), Calvin Wilson (Reggae Artist), and Women in the Spirit (R&amp;B Group) (Objective involving the Cleveland community with the Museum and celebrating diversity, 225 attendees) Wednesday, October 17 An Evening with Bobby Keys The Rock Hall hosted an evening with Bobby Keys, legendary sax player for the Rolling Stones, which was presented in conjunction with Key's performance at the Beachland Ballroom later that night (Objective education and interpretation of rock and roll and its history, 129 attendees, 81 unique viewers streaming online) October 22-27 17th Annual American Music Masters Series - Roll Over Beethoven The Life and Music of Chuck Berry, a weeklong celebration, told the story of the first artist to be inducted into the Rock and Roll Hall of Fame Berry has had a lifetime of brilliant musicianship and has inspired nearly every rock artist to date The programming included an interdisciplinary conference and panel discussion, performances in tribute of the artist (Objective education and interpretation of rock and roll and its history) Week of events The complete schedule of events includes Monday, October 22 at Noon On the Road "Reelin' and Rockin" Chuck Berry and the Birth of Rock and Roll, K-12 Live Stream (45 viewers, based on an approximation of 30 students per class, we can estimate that we reached 1,350 students) Monday, October 22 Rock and Roll Night School A Spotlight on Chuck Berry (53 attendees, 30 unique streaming viewers) Tuesday, October 23 An Evening with author Nadine Cohodas in the Library Reading Room, Rock Hall's Library and Archives (42 attendees) Wednesday, October 24 Teachers Rock "Stop and Listen" Using Spoken Word and Slam Poetry in the Classroom (42 attendees) Wednesday, October 24 FILM SCREENING Chuck Berry Hall' Hall' Rock 'N' Roll! (105 attendees) Thursday, October 25 Keynote Lecture by writer, musician, and producer Greg Tate at Case Western Reserve University's Harkness Chapel (Approx 50 attendees) Friday, October 26 Live Concert by the Rick Derringer Trio on the Rock Hall's Main Stage (251 attendees) Saturday, October 27 American Music Masters Conference A reflection on the career of Chuck Berry and his impact on rock and roll music The conf</p>

Identifier	Return Reference	Explanation
OTHER PROGRAM SERVICES - CONTINUED,	FORM 990, PART III, LINE 4	erence featured rare film footage presented by documentary filmmaker and archivist Joe Lau ro of Historic Films, as well as interviews with Marshall Chess and Ray Sharpe, and a guitar clinic from Duke Robillard (153 attendees, 26 unique streaming viewers) Saturday, October 27 Tribute Concert at PlayhouseSquare's State Theatre Featuring performances by Honoree Chuck Berry, Rock Hall Inductees Ernie Isley and Darryl DMC McDaniels, as well as Dave Alvin, Joe Bonamassa, Rick Derringer, Rosie Flores, John Fullbright, Ronnie Hawkins, Merle Haggard, David Johansen, Steve Jordan, Lemmy Kilmister, Malina Moye, JD McPherson, Chuck Prophet, Vernon Reid, Duke Robillard, Ray Sharpe, and Earl Slick (2,594 attendees) Earl Slick (2,594 attendees)

Identifier	Return Reference	Explanation
OTHER PROGRAM SERVICES - CONTINUED,	FORM 990, PART III, LINE 4A	<p>NOVEMBER Friday, November 9 An Evening with Grateful Dead Archivist, David Lemieux The Rock Hall hosted a presentation with Grateful Dead archivist David Lemieux, who shared various audio and video clips from the Grateful Dead archives (Objective education and interpretation of rock and roll and its history, 107 attendees, 52 unique viewers streaming online) Monday, November 19 Hall of Fame Series with Glyn Johns Glyn Johns has been producer or engineer of a number of rock's classic albums, including The Rolling Stones, Eric Clapton, The Eagles, The Who, The Beatles, and The Clash Earlier that day, Glyn spent the afternoon with students from Cuyahoga Community College's Recording Arts Technology (RAT) program (Objective education and interpretation of rock and roll and its history, 168 attendees, 29 unique viewers streaming online) DECEMBER Tuesday, December 4 Interview with Peter Ames Carlin author of Bruce the life and music of Bruce Springsteen This event took place in the Black Box Theatre of the Tommy LiPuma Center for Creative Arts of Cuyahoga Community College (Tri-C) After the interview, Carlin answered questions from the audience and participate in a book signing (Objective education and interpretation of rock and roll and its history, 99 attendees) Wednesday, December 5 American Musicological Society /Rock Hall Lecture Series by Andy Flory of Carleton College Reissuing Marvin Musicology and the Modern Expanded Edition Lecture During his lecture, Flory considered the role of the musicologist as reissue producer The AMS/RRHOFM Lecture series consists of two events each year featuring members of the Society presenting engaging lectures on topics relevant to the mission of the Rock and Roll Hall of Fame and Museum (Objective education and interpretation of rock and roll and its history, 33 attendees, 8 unique viewers streaming online) Wednesday, December 12 FILM SCREENING Color Me Obsessed A Film About the Replacements The evening culminated with an interview with director Gorman Bechard (Objective education and interpretation of rock and roll and its history, 134 attendees)</p>

**SCHEDULE R  
(Form 990)**

**Related Organizations and Unrelated Partnerships**

OMB No 1545-0047

**2012**

**Open to Public  
Inspection**

▶ **Complete if the organization answered "Yes" to Form 990, Part IV, line 33, 34, 35, 36, or 37.**  
▶ **Attach to Form 990.** ▶ **See separate instructions.**

Department of the Treasury  
Internal Revenue Service

Name of the organization  
THE ROCK AND ROLL HALL OF FAME AND MUSEUM INC

**Employer identification number**  
34-1520995

**Part I Identification of Disregarded Entities** (Complete if the organization answered "Yes" to Form 990, Part IV, line 33.)

(a) Name, address, and EIN (if applicable) of disregarded entity	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Total income	(e) End-of-year assets	(f) Direct controlling entity
(1) CMJ ROCK HALL MUSIC FEST LLC 1100 ROCK AND ROLL BLVD CLEVELAND, OH 44114 59-3796917	MUSIC EVENTS	OH	0	0	RRHOFM
(2) ROCK AND ROLL HALL OF FAME PRODUCTIONS 1100 ROCK AND ROLL BLVD CLEVELAND, OH 44114 13-3846461	MUSIC PRDN	OH	0	0	RRHOFM

**Part II Identification of Related Tax-Exempt Organizations** (Complete if the organization answered "Yes" to Form 990, Part IV, line 34 because it had one or more related tax-exempt organizations during the tax year.)

(a) Name, address, and EIN of related organization	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Exempt Code section	(e) Public charity status (if section 501(c)(3))	(f) Direct controlling entity	(g) Section 512(b)(13) controlled entity?	
						Yes	No
(1) ROCK & ROLL HALL OF FAME FOUNDATION INC 1290 AVENUE OF THE AMERICAS NEW YORK, NY 10104 13-3171867	MUSIC EDUC	NY	501(c)(3)	9	NA		No
(2) CLEVELAND ROCK AND ROLL INC 1100 ROCK AND ROLL BLVD CLEVELAND, OH 44114 34-1597956	MUSIC EDUC	OH	501(c)(3)	7	NA		No

**Part III Identification of Related Organizations Taxable as a Partnership** (Complete if the organization answered "Yes" to Form 990, Part IV, line 34 because it had one or more related organizations treated as a partnership during the tax year.)

(a) Name, address, and EIN of related organization	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Direct controlling entity	(e) Predominant income(related, unrelated, excluded from tax under sections 512- 514)	(f) Share of total income	(g) Share of end-of-year assets	(h) Disproportionate allocations?		(i) Code V—UBI amount in box 20 of Schedule K-1 (Form 1065)	(j) General or managing partner?		(k) Percentage ownership
							Yes	No		Yes	No	

**Part IV Identification of Related Organizations Taxable as a Corporation or Trust** (Complete if the organization answered "Yes" to Form 990, Part IV, line 34 because it had one or more related organizations treated as a corporation or trust during the tax year.)

(a) Name, address, and EIN of related organization	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Direct controlling entity	(e) Type of entity (C corp, S corp, or trust)	(f) Share of total income	(g) Share of end- of-year assets	(h) Percentage ownership	(i) Section 512 (b)(13) controlled entity?	
								Yes	No



**Part V Transactions With Related Organizations** (Complete if the organization answered "Yes" to Form 990, Part IV, line 34, 35b, or 36.)

**Note.** Complete line 1 if any entity is listed in Parts II, III, or IV of this schedule

**1** During the tax year, did the organization engage in any of the following transactions with one or more related organizations listed in Parts II-IV?

- a** Receipt of **(i)** interest **(ii)** annuities **(iii)** royalties or **(iv)** rent from a controlled entity
- b** Gift, grant, or capital contribution to related organization(s)
- c** Gift, grant, or capital contribution from related organization(s)
- d** Loans or loan guarantees to or for related organization(s)
- e** Loans or loan guarantees by related organization(s)

- f** Dividends from related organization(s)
- g** Sale of assets to related organization(s)
- h** Purchase of assets from related organization(s)
- i** Exchange of assets with related organization(s)
- j** Lease of facilities, equipment, or other assets to related organization(s)

- k** Lease of facilities, equipment, or other assets from related organization(s)
- l** Performance of services or membership or fundraising solicitations for related organization(s)
- m** Performance of services or membership or fundraising solicitations by related organization(s)
- n** Sharing of facilities, equipment, mailing lists, or other assets with related organization(s)
- o** Sharing of paid employees with related organization(s)

- p** Reimbursement paid to related organization(s) for expenses
- q** Reimbursement paid by related organization(s) for expenses

- r** Other transfer of cash or property to related organization(s)
- s** Other transfer of cash or property from related organization(s)

	Yes	No
<b>1a</b>		No
<b>1b</b>	Yes	
<b>1c</b>	Yes	
<b>1d</b>		No
<b>1e</b>		No
<b>1f</b>		
<b>1g</b>		No
<b>1h</b>		No
<b>1i</b>		No
<b>1j</b>		No
<b>1k</b>		No
<b>1l</b>		No
<b>1m</b>		No
<b>1n</b>		No
<b>1o</b>		No
<b>1p</b>		No
<b>1q</b>		No
<b>1r</b>		No
<b>1s</b>		No

**2** If the answer to any of the above is "Yes," see the instructions for information on who must complete this line, including covered relationships and transaction thresholds

(a) Name of other organization	(b) Transaction type (a-s)	(c) Amount involved	(d) Method of determining amount involved



**Part VII** **Supplemental Information**

Complete this part to provide additional information for responses to questions on Schedule R (see instructions)

Identifier	Return Reference	Explanation
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**Software ID:**

**Software Version:**

**EIN:** 34-1520995

**Name:** THE ROCK AND ROLL HALL OF FAME AND MUSEUM INC

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