

800-4-j ORGANIZATIONAL STRUCTURE (Cont.)

breaks, this is not an emergency. The gate can be secured with rubber bands until a requisition can be run through channels. If, on the other hand, a cartridge unit in a "live" station breaks down or if a tape deck in the program section of an automated station quits, this may constitute an emergency and the LCE would be required to take immediate action.

As you may expect, all announcers are responsible directly to the LPD. All newsmen are responsible directly to the Managing Editor. All salesmen are responsible directly to the GM, except where a SM exists. All engineers are responsible to the LCE.

All secretaries, bookkeepers, receptionists, switchboard operators, janitors, and file clerks are responsible directly to the OM. The music librarian, if the station has one, is responsible to the LPD. The Production Chief, usually an announcer, is responsible to the LPD. The Studio Maintenance engineer, if the station has one, is responsible directly to the LCE. The Traffic Manager is responsible to LPD. All questions dealing with traffic, time orders, cancellations, etc. should be referred directly to the OM by all personnel.

Individual responsibilities and relationships are dealt with in greater detail under specific headings in this policy book, e.g., Local Chief Engineer, Office Manager, etc.

The organizational structures at McLendon Stations will vary. Format, revenue, and program technique determine the size of the staff.

800-4-j ORGANIZATIONAL STRUCTURE (Cont.)

Our Automated Good Music stations require few personnel. All-News and Contemporary music stations require a large number of people. The typical organizational chart shows the structure for our most populous staff. Where the station is automated, a greater number of individuals wear "extra hats." At one McLendon Station, the morning announcer also is traffic chief. This is possible because log processes are simpler and less time-consuming at automated stations. At some stations, as many as three persons are required to handle traffic. At automated stations, the mid-day announcer also may serve as studio maintenance man. The night-time announcer may be a copy writer.

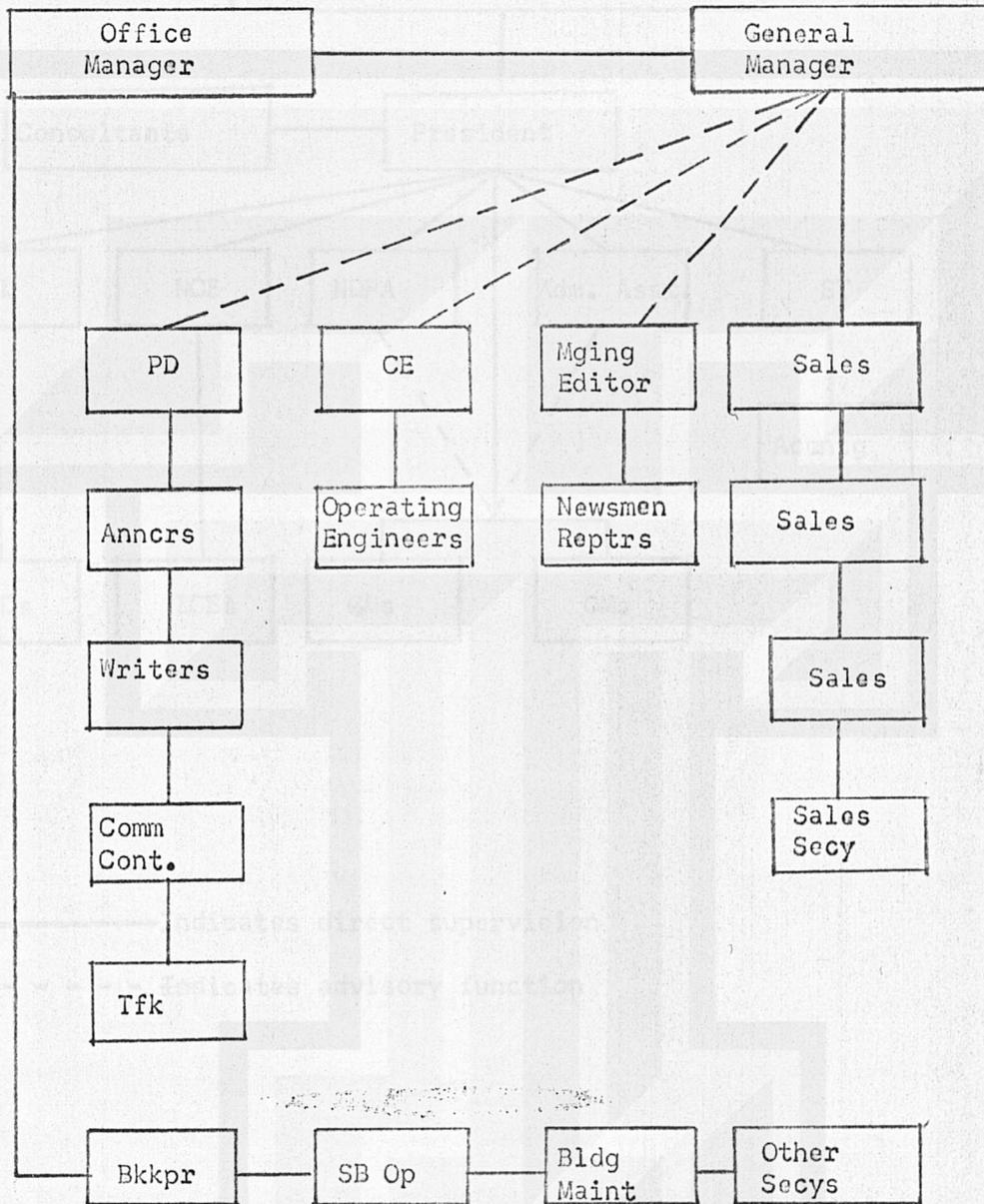
800-4-k OUTSIDE EMPLOYMENT

ONLY part-time employees of McLendon stations may accept outside employment. These part-time employees, except engineers, may NOT work for other broadcast companies. ANY full-time employee who accepts part-time work elsewhere, regardless of the field, will be subject to immediate dismissal.

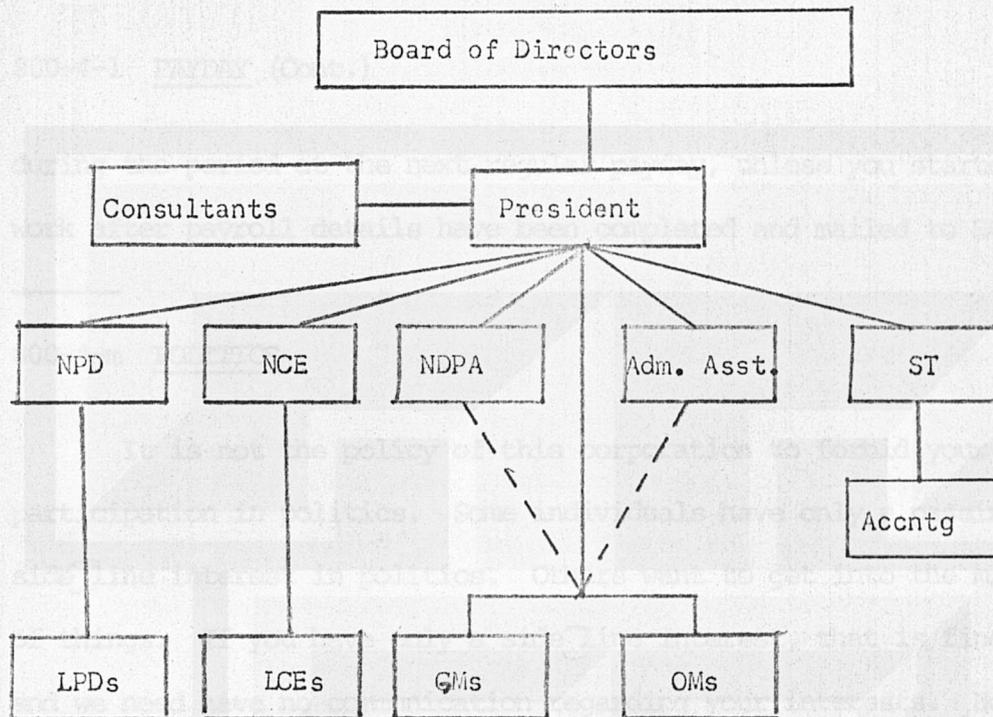
800-4-l PAYDAY

You are paid on the 1st of the month for the 16th through the end of the previous month, and on the 16th of the month for the 1st through the 15th of the same month. Should you begin work in the middle of a pay period, you will receive pay for the period you worked

TYPICAL ORGANIZATIONAL CHART



————— (Indicates direct supervision)
- - - - - (Indicates administrative supervision. Technical Supervision originates at HO).



————— Indicates direct supervision

- - - - - Indicates advisory function

200-4-1 LIST OF CONSULTANTS

Washington - National Civil Liberties Council

800-4-1 PAYDAY (Cont.)

during the period at the next regular payday, unless you started work after payroll details have been completed and mailed to HO.

800-4-m POLITICS

It is not the policy of this corporation to forbid your participation in politics. Some individuals have only a passing, side line interest in politics. Others want to get into the middle of things. If you have only a side line interest, that is fine and we need have no communication regarding your interests. However, should you decide to:

1. Run for political office
2. Become a precinct or ward worker
3. Make political speeches on behalf of a candidate or issue
4. Manage a candidate's campaign

You will be wise to discuss the matter with the General Manager and/or the president of the corporation. It may be that your obligations to your job are so great that you literally cannot afford the time.

We do not tell you how to vote. Vote your convictions. But we believe we do have the right and indeed an obligation to at least discuss with you any greater or more extensive participation in political situations.

800-4-n USE OF CONSULTANTS

Attorneys - Washington - Marcus Cohn is on retainer. His fees

800-4-n USE OF CONSULTANTS (Cont.)

are the same each month, regardless of how many times you write or call him. Feel free to communicate with him or members of his staff at any time. NEVER WRITE TO THE FCC DIRECT. Always channel your FCC communications through the Washington ~~Attorney~~. You are allowed NO mistakes in this instance.

For working purposes, questions on particular problems are more effectively handled if they are channeled through certain persons:

Paul Dobin - Television, Commission Rules

Stanley Cohen - Renewal Applications

Stanley Neustadt - The Communications Act (Laws, rules, court opinions, etc.)

Roy Perkins - Auxiliary Licenses (Microwave, remote points, etc.)

Attorneys, Local - On ~~Local Attorneys~~, not on retainer, clear

with PO before taking your problem to them.

They, if not on retainer, turn the meter on

the minute you call and don't turn it off until

your problem is solved. Frequently, common

sense will solve the problem. More frequently,

the PO will have the answer.

Engineers - Only rarely will you need consult an "outside"

engineer. The corporation's national chief engineer

can solve most problems that can't be hand-

led by your local chief engineer. Get firm

approval from the national chief before call-

ing in an outside consultant, whose daily

800-4-n USE OF CONSULTANTS (Cont.)

rates run up to \$250.00 per day plus expenses.

Public Relations - The Corporation will from time to time maintain a public relations consultant in New York. However, your public relations problems should be channeled through the corporation's NDPA in Dallas. If the consultant's service is required, the NDPA will handle it. All matters pertaining to advertising, news releases, public exposure (such as participation in a trade fair, participation in a parade, sponsoring a dinner, baseball team, etc.), should be cleared through and discussed with the NDPA.

Unless the story is too hot to hold, get in touch with NDPA. If you are sure you have a story, a phone call may be justified.

If you are contacted by reporter, refer to NDPA.

800-4-o PERSONAL USE, STATION EQUIPMENT AND FACILITIES

No employee may make personal use of any station equipment. This includes announcers who wish to make audition tapes (they can go to a professional recording studio); salesmen who belong to the Kiwanis Club and wish to run off copies of the club bulletin on the Xerox; secretaries who want to "stay late" and use the typewriter to address Christmas cards or other purposes; individuals who want to "borrow" a tape machine, or an amplifier for use at a private function.

800-4-p EMPLOYEE SUGGESTIONS

When practicable, OMs are encouraged to set up employee suggestion systems. A suggestion box may or may not be used. We prefer a less rigid system where the employees are encouraged to turn in constructive suggestions. Sometimes, when a box is used, a lot of your time may be wasted reading destructive, unsigned complaints.

800-4-q PRIVACY

Discourage employees from working at other employee's desks, going through other persons' mail, desks and files. Although desks are not to be locked (except GMs), this should not indicate license for an individual to search desks and files.

800-4-r SICK LEAVE

The Corporation has no guaranteed annual sick leave. Each case will be considered on its own merit. In all cases, however, when a person is off from work because of illness, he must have his illness certified by his attending physician.

800-4-s CONTINUING EDUCATION

McLendon GMs and OMs are expected to continue their education in every way possible, particularly in the field of human communications. These would include:

800-4-s CONTINUING EDUCATION (Cont.)

1. Vocabulary
2. Letter Writing
3. Grammar
4. Spelling
5. Public Speaking
6. News Writing
7. Pronunciation
8. Speed Reading
9. Speed Writing
10. Use of Typewriter
11. News Announcing
12. Commercial Announcing

Additionally, you should know how to operate every office machine in your office, including the adding machine, calculator, Xerox, postage machine and electric typewriter. On the adding machine, you should know how to multiply and divide. This knowledge can save you hours of time when you are figuring percentages. You should also know how to operate the console in your control room and how to turn the transmitter on and off and how to take readings for the operator's log.

You should have a working knowledge of every operation in your station. You should know how to prepare the log and understand the continuity filing system.

JOB DESCRIPTIONS

800-5-a ANNOUNCER

Announcers work under the direct supervision of the ~~Program~~ Director. Each announcer is selected primarily on the basis of his ability to perform on the air. This includes voice quality, ability to interpret copy, commercial and non-commercial, and his personality. In many McLendon stations, announcers are given duties in addition to on-air duties. These may include traffic, public service director, continuity writer and maintenance. Each announcer should be thoroughly familiar with the station's production equipment and should be capable of producing announcements at any time and with a minimum of supervision. Promotions are made from within, whenever possible, and the announcer who shows initiative is usually considered for promotion. Announcers are expected to prepare their shows in advance. Time is allowed for this required preparation. Lack of preparation is immediately apparent and a continuation of this situation can result in dismissal. Announcers are expected to learn every detail of the format and be able to execute it professionally. Announcers will make public appearances when directed to do so by the LPD.

800-5-b BOARD OF DIRECTORS

The Board of Directors establishes policy which governs the operation of all McLendon broadcast stations. Individual board

800-5-b BOARD OF DIRECTORS (Cont.)

members, either in person or through HO executives, follow through to see that policy is observed at all McLendon broadcast stations.

800-5-c BOOKKEEPER

Bookkeeper works under direct supervision of OM. Prepares monthly billing. Makes deposits. Posts receivables. MAKES SURE THAT ALL BILLS CARRY PREVIOUS BALANCES. Works continuously, in close coordination with OM, to reduce receivables.

The bookkeeper also performs such other duties as set down by OM.

800-5-d COMMERCIAL CONTINUITY WRITER

Employed primarily to prepare commercial continuity. Selected on the basis of training, formal education, ability to write fresh, creative commercial copy that will sell products or services for station clients.

May be assigned to write other material, such as public service announcements, station promotional announcements, news stories. Must coordinate closely with production manager, traffic manager, individual salesmen. Works under direct supervision of program director. Observes strictly all copy-length rules. Maintains commercial continuity files. Prepares annual FTC report. Coordinates with production manager in establishing production schedules and copy

800-5-d COMMERCIAL CONTINUITY WRITER (Cont.)

deadlines. Screens ALL commercial and PSA copy, ET's and Tapes, to make sure none violates format of station.

800-5-e GENERAL MANAGER

The General Manager of a McLendon station is a broad-gauged individual whose specialty is sales. His main job, in a word, is profit. He has overall responsibility for operating the station. He is directly responsible for the development of local and national sales and is the station's chief public relations official.

McLendon managers are provided with unusually strong executive assistants at the middle and upper management level. He personally heads the team, but does NOT have direct technical responsibility for engineering, programming, financing or station administration. He concerns himself with sales, staff morale, and station image. He develops efficient operating routines throughout the station. He may or may not carry a local account list, depending upon the station's individual organizational plan. In every case he works directly with local salesmen in an effort to place more business on the station. He works directly with the National Rep, unless the organizational plan provides for a national sales manager, and makes annual trips to work with Rep salesmen, and District, Division or National Sales Managers of prospective clients. When a national sales manager is on the staff, the GM confines himself mainly to local sales problems, leaving national

800-5-e GENERAL MANAGER (Cont.)

problems to the national sales manager. GM supervises work of national sales manager. The GM represents the station at public functions; he does in-home entertaining of clients and public officials; he works directly with Washington attorney on FCC matters. He works directly with PO on station policy matters. He approves hiring and firing of all employees. He ascertains that the station is operating within FCC rules at all times. He sets an example for the entire staff in his personal conduct, appearance, work habits.

800-5-f JANITOR

Under direct supervision of OM, and works on schedule laid out by OM. Is under direct supervision of CE and/or PD when cleaning rooms containing technical equipment. Maintains janitorial supplies, reordering through OM. Maintains cleaning equipment, such as vacuum cleaners and buffing machines. Cleans station EVERY day except Sunday. Removes clutter from station continuously. Sees that waste baskets are emptied and that waste is removed from premises in accordance with local ordinances. Dusts and cleans ALL surfaces (floors, desk tops, table tops, etc.) every day. Cleaning may include dusting, sweeping, mopping, waxing, buffing, in accordance with routine set up by OM. When station operates in separate building, the janitor ascertains that the outside area is maintained, to include hedge trimming, lawn mowing, and trash policing. The janitor will post signs on outside signs, where applicable.

800-5-g LOCAL CHIEF ENGINEER

Works under direct supervision of the National Chief Engineer, but may be directed in his work by the General Manager and LPD. He is under technical control by NCE, but under administrative and operating control of GM. The LCE must have a first class license, with broadcast endorsement, from the FCC. He must be thoroughly familiar with transmitting, antenna and studio equipment of the station. He must be thoroughly familiar with FCC rules relating to his particular job and radio station and is charged with seeing that station complies with the rules. Essentially, the LCE's job is to (1) keep the broadcast signal at maximum fidelity and (2) keep the station on the air. In addition to keeping the transmitter operating properly, the LCE also is charged with keeping the studio equipment operating at peak efficiency.

The LCE works with OM in okaying all statements of charges for engineering supplies and services. On all except day to day supply purchases, LCE must have prior approval from NCE. HO will pay bills only when okayed by the LCE. NCE only will negotiate purchases of major equipment, such as transmitters, consoles, etc. LCE is responsible for training announcers in running consoles, production rooms, maintaining operator's logs and special telephone and two-way radio equipment. The LCE is responsible for keeping the transmitter site clean; for keeping tower lights in working order and for keeping the tower painted. He is responsible for daily preventive maintenance of studio equipment, and for keeping the transmitter maintenance log. He will refer all memos and/or letters

800-5-g LOCAL CHIEF ENGINEER (Cont.)

from any division of the FCC directly to GM. GM will then follow instructions given under 100-1-c. In case of disagreement between GM and LCE on handling a communication from the FCC, GM will immediately consult Washington Attorney and both will defer to Washington Attorney judgement.

800-5-h LOCAL PROGRAM DIRECTOR

The LPD works under direct supervision of NPD, but may be directed in his work by GM. NPD and then PO will settle differences of opinion between LPD and GM. In the event LPD proposes programming change or project which GM finds objectionable, LPD will hold further action until NPD or PO makes judgment. LPD is responsible for the station's total sound, including quality and length of commercials; quality of announcer performance; program log correctness; station promotion, air portion of sales promotions; studio security, program department security; conduct of announcers; commercial and promotional productions. Where appropriate, he will be responsible for producing hit music charts. He recommends additions and deletions to the air staff (and news staff, where appropriate) to the NPD and GM. He proposes salary increases to GM, following procedures in 700-3-i. He is responsible for program monitoring and program monitoring of competitive stations. He contributes to the Weekly Digest. He maintains close mail liasion with NPD on all programming matters. He is responsible for preparation of commercial, promotional and creative continuity. He is

800-5-h LOCAL PROGRAM DIRECTOR (Cont.)

immediate supervisor of music director and record librarian. He may or may not work a board shift, depending upon station budget. Coordinates closely with LCE and other members of engineering department. Sees that fresh Public Service material is prepared weekly and supervises work of Public Service Director in accordance with 500-1-i. Cooperates with sales in development of speculative announcements and in development of salable features (news, weather-casts, etc.), while rigidly enforcing provisions of the programming format. Communicates directly with GM in providing commercial availabilities and in developing station promotions. Never launches a promotion without making sure everyone on the staff understands when it starts, how it works.

Sees that all air personnel have complied with all station policy regarding conduct, contracts, affidavits and questionnaires. And in this regard, coordinates closely with OM, who may or may not keep related files.

800-5-i NATIONAL CHIEF ENGINEER

The NCE directs the activities of all LCE's. He advises PO on technical aspects of proposed new facilities. He personally purchases all major equipment on orders from PO. He is responsible to PO and BD. He also is troubleshooter for all stations, employs and works directly with any engineering consultants employed for any reason at any station; must know all FCC rules relating to engineering and is responsible for seeing that LCE's know and comply

800-5-i NATIONAL CHIEF ENGINEER (Cont.)

with the rules; continually searches for new and more efficient technical methods, techniques and systems for possible employment at McLendon stations. Attends industry meetings of all types when technical instruction and/or information is available and when NCE and PO believe corporation can profit from NCE attendance.

Approves transfer of equipment and personnel from one station to another. Approves employment of additional engineering personnel, before LCE submits proposal for additional engineering personnel to GM. Makes sure all LCE's understand all engineering sections of this policy book.

800-5-j NATIONAL DIRECTOR, PUBLIC AFFAIRS

Plans, creates, writes and submits rough visual ideas for all National advertising and promotional campaigns. Plans and supervises all art work in finished form, including logos, letterheads, business cards and special mailing pieces. Writes, rewrites or supervises the writing of all press releases going to both local and national publications. Supervises all photographic work and shooting - advertising and press releases. Maintains and increases public relations contact with all national and local press representatives. Handles advertising and promotional problems of those people and firms as so directed by PO. Aids stations in local sales problems, such as writing presentations for specified sales, merchandising brochures and posters. Screens, examines and consults with every

800-5-j NATIONAL DIRECTOR, PUBLIC AFFAIRS (Cont.)

specialty salesman and advertising representative who might present a saleable and effective sales idea, or advises GM's on same. Coordinates with National PR consultants. Plans advertising and promotional activities for station openings. Handles all matters of special promotions, such as Timebuyer's Weekends at Cielo, both in-town and out-of-town luncheons, dinners and parties. Handles local special promotions of significance, such as James Bond, Flying Saucers, Living Billboards, when requested by PO or GM's. Consults and handles all internal affairs that concern Cielo insofar as possible with personnel. Writes certain specified editorial copy as directed by PO, as well as speeches and presentations.

800-5-k NATIONAL SALES MANAGER (STATION)

Works directly under supervision of GM and handles national and regional business. Coordinated directly with the National Rep, sets up merchandising program as indicated by national time orders and as approved by GM. Makes sure National Rep is kept informed of station activity, as required in 600-3-j. Continually seeks sales aids for use by National Rep and continually watches national business trends and recommends to GM work and promotional programs designed to increase station's national business.

800-5-1 NATIONAL PROGRAM DIRECTOR

Has supervision over all LPD's. He ascertains that:

800-5-1 NATIONAL PROGRAM DIRECTOR (Cont.)

1. Programming policy is set for each station.
2. Each station strictly adheres to policy.
3. Approves employment of each new announcer.
4. Ascertains that each LPD understands policy book, administrative and programming.
5. Continually searches for new air personnel, maintaining file of tapes and bg's.
6. Continually searches for new programming techniques.
7. Continually searches for new and fresh station promotions.
8. Supervises production of weekly digest, and contributes to the digest.
9. Monitors scheduled program tapes from stations and supplies critique.
10. Recommends additions to and deletions from all air staffs to GM and LPD. Note: PD will settle differences of opinion.
11. Attends such industry meetings as may be required by circumstances or as directed by PO. Has broad latitude in this respect, but must be able to justify to PO.
12. Conducts unscheduled program monitors of all stations.

800-5-m OFFICE MANAGER

OM's primary task is to relieve GM of all possible detail and/or paper work duties so that GM may spend as much time as possible on outside sales work. The OM:

800-5-m OFFICE MANAGER (Cont.)

1. Prepares weekly expense report for GM's signature
2. Functions as executive ~~Secretary~~ to GM
3. Functions as assistant GM of station, and acts in his place when GM is unavailable
4. Handles or supervises the handling of station bookkeeping, billing, traffic, statistical matters, secretarial work, and administrative files.
5. Assists GM in interpreting policy
6. Handles ALL problems with station and HO personnel except those matters relating to sales, salary increases, severance, and staff additions
7. Confers daily with GM (preferably at end of day) on matters she has handled during the day, and serves as confidential advisor to GM on work conditions and staff morale.
8. Handles petty cash
9. Handles and processes all national time orders
10. Ascertains that all staff members understand policy book
11. Handles all payroll details
12. Receives all discrepancy reports from LPD and Traffic and when national or trade accounts are involved she channels them to GM for decision. On local accounts, she works directly with local sales manager, local salesman, or GM in setting up make-goods and schedule changes
13. Answers all thank you letters. Complaint letters should be brought to the attention of GM and/or LPD, even though

800-5-m OFFICE MANAGER (Cont.)

OM may eventually compose the answer. Complaints and praise from advertisers should be brought to the immediate attention of GM.

14. Checks and okays routine bills, calling to GM's attention only those where there is a question in the OM's mind (and this should be highly infrequent)
15. Handles all correspondence with Washington Attorney, whenever possible. When not possible, refers to GM

Occasionally, it will be difficult for OM to decide whether she should handle a certain problem or whether it should be directed to GM. These examples may help:

Q. I've got a question about a spot that ran last month

A. Go to the office manager

Q. I'm a salesman. Just ran across a chance to effect a reciprocal space-time exchange with a good suburban newspaper

A. Go to the GM

Q. I'm a salesman. My best account is upset because of our rate increase

A. Go to the GM

Q. I'm in traffic. We're overloaded on Friday

A. Go to the office manager. She'll take it up with the GM if the two of you can't work it out.

Q. I'm your attorney. I want to call to your attention a recent commission letter to you which requires you to do certain things

800-5-m OFFICE MANAGER (Cont.)

A. Talk to the office manager. She'll take it up with the GM if necessary

THINK: If it doesn't deal with sales, don't talk to the GM

800-5-n OPERATIONS MANAGER

Works directly for OM and coordinated closely with LPD, traffic, production and continuity. This is a relatively uncommon position in McLendon stations, and duties are largely dictated by local operating conditions. The Operations Manager may or may not be involved in merchandising and promotional projects. Usually, he would see that announcements required by any time order are produced and made ready for airing; that production orders are processed that announcements are properly logged and rotated; that cartridges, tapes and ETs are in the control room and are ready for airing at the proper time.

800-5-o PRODUCTION MANAGER

Under direct supervision of LPD. Must know every detail about handling production room equipment. Is responsible for making sure that announcements, commercial and non-commercial, are made ready in accordance with station policy, e.g., comply with maximum lengths, levels, and that each commercial and non-commercial announcement do not violate programming format. LPD will settle all disputes

800-5-o PRODUCTION MANAGER (Cont.)

in this area. The production manager ascertains that all equipment is in good working order; that production room has ample supplies of tapes, cartridges, sound effects and production effects.

Requisitions all new equipment and supplies through LPD. Makes NO purchases of any kind without going through LPD who will then, if he approves the purchase, order through OM.

The production manager is directed to NEVER violate company policy on commercial or non-commercial announcement length. He will automatically change out a bad quality announcement. He will supervise the Janitor in cleaning the production room, and will ascertain that his working quarters are kept in a neat, orderly condition at all times.

800-5-p SALESMAN

The salesman works under direct supervision of the GM or local salesmanager, if the latter exists at your station. The salesman is responsible for selling time on the station. He is to have no other duties (such as an air shift, director of public affairs, etc.). The salesman will attend all sales meetings, continually work to upgrade his account list, will avoid account jumping, and will adhere strictly to the published rate card. He is the buyer's "visual picture of the station" and he is at all times, whether he sees himself in this role or not, a personal ambassador for the station. His honesty, integrity and personal conduct must be without question. He must know and understand every policy in the 600 section of this policy book.

800-5-g SALES MANAGER (LOCAL)

When a McLendon Station has a Local Sales Manager, he is responsible directly to the general manager for local sales and for the conduct and morale of the sales staff. He initiates sales promotions; sets up and handles sales meetings; works with individual salesmen in developing account lists; maintains a master account list; rotates accounts among salesmen as required by circumstances; knows all station policy, is able to explain it to his salesmen; handles a personal account list; arbitrates disputes between salesmen; coordinates directly with OM, LPD and Traffic on availability lists; suggests advertising and promotional campaigns for the station; develops better station-client relations; searches for new selling techniques; continually seeks testimonial letters; maintains extensive market files; maintains statistical files (Demographic breakdowns, etc); maintains survey files; channels client complaints about programming to OM, who may or may not take up with GM; instructs salesmen to turn in complaints and praise memos to OM when they get such information from clients; may or may not handle regional or suburban business for station, depending upon availability of GM and/or National Sales Manager, if one exists, for such projects.

800-5-r SWITCHBOARD OPERATOR

Directly responsible to OM. Must have a pleasant voice, and must remain calm and even-tempered at all times. In many cases, she is the first person the outsider will "meet" in an initial contact

800-5-r SWITCHBOARD OPERATOR (Cont.)

with the station. A pleasant, business-like technique of handling telephone calls will leave a lasting good impression on the caller.

The switchboard operator may be required also to:

1. Serve as receptionist
2. Handle certain typing chores
3. Handle daily mail (opening and processing outgoing)
4. Handle reproduction chores (as with Xerox)
5. Be aware of all station and sales promotions
6. Give the time to callers
7. Give brief weather report to callers
8. Know area codes and ZIP codes

(If local policy permits items 6 and 7, LPD should develop system for getting new forecasts to the operator, and the OM should make sure a clock is placed where the operator can see it.)

The operator must understand all station policy and be prepared to refer callers to proper personnel. She should thoroughly understand 800-2-a.

The switchboard operator should maintain an up to date list of all McLendon stations, along with addresses and main telephone numbers. Further, if the operator doesn't know how to set up a conference call, she should make contact with appropriate personnel at the local telephone company, then call and get such instruction.

800-5-s TRAFFIC MANAGER

Is responsible directly to OM, but must work closely with LPD,

800-5-s TRAFFIC MANAGER

all salesmen, the production manager, and continuity. She must understand thoroughly all rules laid down for log preparation. This is outlined in 500-2-d. She will never put anything on the log without an order in writing, signed by OM or GM. She will never take anything off the log without an order in writing. She will never change the format or preparation technique of the log without specific instructions from OM. Each morning, she will see that each announcer has signed the log properly, reporting any discrepancies in this respect to OM. She will see that the discrepancy sheet is turned over to OM, and that the log, once it has been okayed by OM, is properly filed. She will ascertain that LPD has destroyed logs that are older than 25 months. She will relieve on the switchboard, when required by local policy and will work Saturdays, when required by local policy.

ADVERTISEMENT TO BE HELD WITH OTHER ADS IN ORDER BY ITS SELF

Advertisement (small letters) - not an attempt to be filled immediately.

Since we are an equal opportunity employer, we encourage all qualified

applicants to apply.

If you are interested, please call (area) (area) (area) (area) (area) (area)

For an appointment and interview.

Advertisement (small letters) - not an attempt to be filled immediately.

Since we are an equal opportunity employer, we encourage all qualified

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applicants to apply.

If you are interested, please call (area) (area) (area) (area) (area) (area)

ANNOUNCEMENT TO BE USED WHEN STATION HAS AN OPENING ON ITS STAFF

Radio Station (call letters) has an opening for (position)
to be filled immediately.

Because we are an equal opportunity employer, we welcome all qualified
applicants.

If you are interested, please call (person's name) at (telephone number)
for an appointment and interview.



EMPLOYEE'S TIME SHEET

NAME _____ POSITION _____

STATION _____ CITY _____

PAY PERIOD ENDING _____ (DAY, MONTH, YEAR)

	SUN /	MON /	TUE /	WED /	THU /	FRI /	SAT /
IN							
OUT							
IN							
OUT							
HOURS							
TOTAL HOURS WORKED THIS WEEK							

	SUN /	MON /	TUE /	WED /	THU /	FRI /	SAT /
IN							
OUT							
IN							
OUT							
HOURS							
TOTAL HOURS WORKED THIS WEEK							

	SUN /	MON /	TUE /	WED /	THU /	FRI /	SAT /
IN							
OUT							
IN							
OUT							
HOURS							
TOTAL HOURS WORKED THIS WEEK							

TOTAL HOURS _____ SALARY _____ OVERTIME _____ GRAND TOTAL _____

STATEMENT TO:

RADIO STATION _____, ACCOUNTING DEPARTMENT

I hereby certify that I have been in the employ of this company for the pay period shown above, that I hereby make claim for compensation for said period, and I further certify that I have no other or further claims for salary, overtime or other compensation due me, that this statement and representation is made of my own free will and accord, and that I am not withholding any information regarding conditions of employment or hours worked, and the above is a full, true and correct statement thereof

APPROVED _____
DEPARTMENT HEAD

SIGNED _____
EMPLOYEE

Station _____

City _____

Date _____

Name _____

Address _____

Telephone Number _____

In case of Emergency, Notify _____

Birthplace _____

Date of Birth _____

Marital Status _____

Name of wife or husband _____

Number of children _____

Number of Exemptions claimed _____

Date employed _____

Social Security Number _____

Position _____

Monthly Salary _____

Signature

RADIO STATION
KLIF
Dallas

THE *McLendon* STATIONS

WYSL BUFFALO W-NUS CHICAGO KLIF DALLAS KILT HOUSTON WDTM DETROIT KABL SAN FRANCISCO

sales:
XTRA
over Los Angeles

TERMS: NET CASH

_____ 19__

Amount This Invoice

\$ _____

BAL. DUE _____

TOTAL _____

FOR _____ PRODUCT _____

PROGRAM _____ LENGTH _____

SCHEDULE OF BROADCASTS

Mon.	
Tue.	
Wed.	
Thur.	
Fri.	
Sat.	
Sun.	

DAILY ITEMIZATION OF BROADCASTS COVERED BY THIS INVOICE PER YOUR ORDER

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	TOTAL
1																																
2																																
3																																

RATES: Net Station Time Talent Line Service Other Charges Total

Each Broadcast \$ _____ \$ _____ \$ _____ \$ _____ \$ _____ per broadcast

For Broadcasts \$ _____ \$ _____ \$ _____ \$ _____ \$ _____ TOTAL

Each Broadcast \$ _____ \$ _____ \$ _____ \$ _____ \$ _____ per broadcast

For Broadcasts \$ _____ \$ _____ \$ _____ \$ _____ \$ _____ TOTAL

Each Broadcast \$ _____ \$ _____ \$ _____ \$ _____ \$ _____ per broadcast

For Broadcasts \$ _____ \$ _____ \$ _____ \$ _____ \$ _____ TOTAL

AGREEMENT FORM FOR POLITICAL BROADCASTS

STATION and LOCATION _____ 19____

I, _____, (being) _____, (supporting) _____,

a legally qualified candidate for the office of _____ in the _____ election, do hereby request station time as follows:

LENGTH OF BROADCAST HOUR DAYS TIMES PER WEEK TOTAL NO. WEEKS RATE

DATE OF FIRST BROADCAST _____ DATE OF LAST BROADCAST _____

The broadcast time will be used by _____

I represent that the advance payment for the above-described broadcast time has been furnished by _____ and you are authorized to so describe the sponsor in your log, or otherwise, and to announce the program as paid for by such person(s).

The entity furnishing the payment, if other than an individual person, is: () (1) a corporation; () (2) a committee; () (3) an association; or () (4) other unincorporated group.

(a) The corporation or other entity is organized under the laws of _____

(b) The officers, board of directors and chief executive officers of the entity are: _____

It is my understanding that: The above is the same uniform rate for comparable station time charged all such other candidates for the same public office described above; the charges above do not exceed the charges made for comparable use of said station for other purposes; and the same is agreeable to me.

In the event that the facilities of the station are utilized for the above-stated purpose, I agree to abide by all provisions of the Communications Act of 1934, as amended, and rules and regulations of the Federal Communications Commission governing such broadcasts, in particular those provisions reprinted on the back hereof, which I have read and understand. I further agree to indemnify and hold harmless the station for any damages or liability that may ensue from the performance of the said broadcasts.

For the above broadcast, I agree to prepare a script or transcription, which will be delivered to the station at least _____ before the time of the scheduled broadcast.

(Candidate, Supporter or Agent)

Accepted) _____ Title _____
Rejected) by _____

If rejected, the reasons therefor are as follows:

This application, whether accepted or rejected, will be available for public inspection for a period of two years, in accordance with FCC Regulations (AM, Section 3.120; FM, Section 3.290; TV, Section 3.657).

LAWS AND REGULATIONS GOVERNING POLITICAL BROADCASTS

From the Communications Act of 1934, as amended:

Section 315. (a) If any licensee shall permit any person who is a legally qualified candidate for any public office to use a broadcasting station, he shall afford equal opportunities to all other such candidates for that office in the use of such broadcasting station: *Provided*, That such licensee shall have no power of censorship over the material broadcast under the provisions of this section. No obligation is hereby imposed upon any licensee to allow the use of its station by any such candidate. Appearance by a legally qualified candidate on any—

- (1) bona fide newscast,
- (2) bona fide news interview,
- (3) bona fide news documentary (if the appearance of the candidate is incidental to the presentation of the subject or subjects covered by the news documentary), or
- (4) on-the-spot coverage of bona fide news events (including but not limited to political conventions and activities incidental thereto),

shall not be deemed to be use of a broadcasting station within the meaning of this subsection. Nothing in the foregoing sentence shall be construed as relieving broadcasters, in connection with the presentation of newscasts, news interviews, news documentaries, and on-the-spot coverage of news events, from the obligation imposed upon them under this Act to operate in the public interest and to afford reasonable opportunity for the discussion of conflicting views on issues of public importance. (b) The charges made for the use of any broadcasting station for any of the purposes set forth in this section shall not exceed the charges made for comparable use of such station for other purposes. (c) The Commission shall prescribe appropriate rules and regulations to carry out the provisions of this section.

(The 1959 amending legislation also contains the following section known as Section 8(a).)

Sec. 2(a) The Congress declares its intention to reexamine from time to time the amendments to section 315(a) of the Communications Act of 1934 made by the first section of this Act, to ascertain whether such amendment has proved to be effective and practicable.

(b) To assist the Congress in making its reexaminations of such amendment, the Federal Communications Commission shall include in each annual report it makes to Congress a statement setting forth (1) the information and data used by it in determining questions arising from or connected with such amendment, and (2) such recommendations as it deems necessary in the public interest.

From the Rules of the Commission Governing Radio Broadcast Services:

Section 3.119. Sponsored programs; announcement of. (a) In the case of each program for the broadcasting of which money, services, or other, valuable consideration is either directly or indirectly paid or promised to, or charged or received by, any radio broadcast station, the station broadcasting such program shall make, or cause to be made, an appropriate announcement that the program is sponsored, paid for, or furnished, either in whole or in part.

(b) In the case of any political program or any program involving the discussion of public controversial issues for which any records, transcriptions, talent, scripts, or other material or services of any kind are furnished, either directly or indirectly, to a station as an inducement to the broadcasting of such program, an announcement shall be made both at the beginning and conclusion of such program on which such material or services are used that such records, transcriptions, talent, scripts or other material or services have been furnished to such station in connection with the broadcasting of such program: *Provided, however*, That only one such announcement need be made in the case of any such program of five minutes' duration or less, which announcement may be made either at the beginning or the conclusion of the program.

(c) The announcement required by this section shall fully and fairly disclose the true identity of the person or persons by whom or in whose behalf such payment is made or promised, or from whom or in whose behalf such services or other valuable consideration is received, or by whom the material or services referred to in paragraph (b) of this section are furnished. Where an agent or other person contracts or otherwise makes arrangements with a station on behalf of another, and such fact is known to the station, the announcement shall disclose the identity of the person or persons in whose behalf such agent is acting instead of the name of such agent.

(d) In the case of any program, other than a program advertising

commercial products or services, which is sponsored, paid for or furnished, either in whole or in part, or for which material or services referred to in paragraph (b) of this section are furnished, by a corporation, committee, association or other unincorporated group, the announcement required by this section, shall disclose the name of such corporation, committee, association or other unincorporated group. In each such case the station shall require that a list of the chief executive officers or members of the executive committee or of the board of directors of the corporation, committee, association or other unincorporated group shall be made available for public inspection at one of the radio stations carrying the program.

(Corresponding Rules—FM, 3.289; TV, 3.654.)

Section 3.120. Broadcasts by candidates for public office.

(a) Definitions. A "legally qualified candidate" means any person who has publicly announced that he is a candidate for nomination by a convention of a political party or for nomination or election in a primary, special, or general election, municipal, county, state or national, and who meets the qualifications prescribed by the applicable laws to hold the office for which he is a candidate, so that he may be voted for by the electorate directly or by means of delegates or electors, and who:

- (1) has qualified for a place on the ballot or
- (2) is eligible under the applicable law to be voted for by sticker, by writing in his name on the ballot, or other method, and
 - (i) has been duly nominated by a political party which is commonly known and regarded as such, or
 - (ii) makes a substantial showing that he is a bona fide candidate for nomination or office, as the case may be.

(b) General requirements. No station licensee is required to permit the use of its facilities by any legally qualified candidate for public office, but if any licensee shall permit any such candidate to use its facilities, it shall afford equal opportunities to all other such candidates for that office to use such facilities: *Provided*, That such licensee shall have no power of censorship over the material broadcast by any such candidate.

(c) Rates and practices. (1) The rates, if any, charged all such candidates for the same office shall be uniform and shall not be rebated by any means direct or indirect. A candidate shall, in each case, be charged no more than the rate the station would charge if the candidate were a commercial advertiser whose advertising was directed to promoting its business within the same area as that encompassed by the particular office for which such person is a candidate. All discount privileges otherwise offered by a station to commercial advertisers shall be available upon equal terms to all candidates for public office. (2) In making time available to candidates for public office no licensee shall make any discrimination between candidates in charges, practices, regulations, facilities, or services for or in connection with the service rendered pursuant to this part, or make or give any preference to any candidate for public office or subject any such candidate to any prejudice or disadvantage; nor shall any licensee make any contract or other agreement which shall have the effect of permitting any legally qualified candidate for any public office to broadcast to the exclusion of other legally qualified candidates for the same public office.

(d) Records; inspection. Every licensee shall keep and permit public inspection of a complete record of all requests for broadcast time made by or on behalf of candidates for public office, together with an appropriate notation showing the disposition made by the licensee of such requests, and the charges made, if any, if request is granted. Such records shall be retained for a period of two years.

(e) A request for equal opportunities must be submitted to the licensee within one week of the day on which the prior use occurred.

(f) A candidate requesting such equal opportunities of the licensee, or complaining of non-compliance to the Commission shall have the burden of proving that he and his opponent are legally qualified candidates for the same public office.

(Corresponding Rules—FM, 3.290; TV, 3.657.)

Section 3.111. Logs. The licensee or permittee of each standard broadcast station shall maintain program and operating logs and shall require entries to be made as follows:

(a) In the program log:

* * *

- (2) * * * If a speech is made by a political candidate, the name and political affiliations of such speaker shall be entered.
- (3) An entry showing that each sponsored program broadcast has been announced as sponsored, paid for, or furnished by the sponsor.

(Corresponding Rules—FM, 3.281; TV, 3.663.)

AIR TRANSPORTATION REPORT

Name: _____ Date: _____

Trip From: _____ TO _____

From: _____ TO _____

Ticket Number: _____ Amount: _____

Purpose of Trip: _____

Father's		Date		Time		Signature	
Base	Remote	Base	Remote	Base	Remote	Base	Remote

Meter Recalibration	
Calculated	Base Current Ratios



STATION _____

LOCATION _____

POWER _____

WEEKLY EQUIPMENT INSPECTION AND MAINTENANCE LOG — YELLOW

Page: _____

WEEKLY ENTRIES

	Date	Time	Remarks	Signature
Auxiliary Trans. Test (73.114(2))				
Remote Control Calibration				
Auxiliary Generator Test				

CALIBRATION OF TOWER BASE AND REMOTE METERS (73.114(a)(1))

Pattern _____ Date _____ Time _____ Signature _____

*#1		*#2		*#3		*#4		*#5	
Base	Remote								

* Before Recalibration

**#1		**#2		**#3		**#4		**#5	
Base	Remote								

** After Recalibration

CALCULATED BASE CURRENT RATIOS

#1 _____ #2 _____ #3 _____ #4 _____ #5 _____

REMARKS:

STATION _____
LOCATION _____ POWER _____

DAILY EQUIPMENT INSPECTION AND MAINTENANCE LOG

Date: _____ Day: _____ Page: _____

Program Line: _____	E.B.S. Receiver Operation: _____
Spare Line: _____	Operator Authorizations: _____
Peak Limiter: _____	Station Authorizations: _____
Monitor Amplifier: _____	Transmitter Tuning: _____
Frequency Monitor: _____	Final Plate Ammeter: _____
Modulation Monitor: _____	Final Plate Voltmeter: _____
Phase Monitor: _____	Common Point Ammeter: _____
Base Ammeters: _____	Line Pressure: _____
Towers & Fences: _____	Other Equipment: _____

Adjustments and repairs made during inspection necessary to restore or insure normal operation:

The above inspection and necessary adjustments or repairs were made by me starting at _____ and ending at _____. Actual time spent _____.

Signature: _____
First Class Radiotelephone License Holder

Remarks:

Station _____ frequency _____ -366

Location _____ Power _____

QUARTERLY TOWER LIGHT INSPECTION

OPERATOR: _____ ON _____ DATE: _____

OPERATOR: _____ OFF _____ DAY _____ NITE _____

INSPECTION OF TOWER LIGHTING EQUIPMENT MADE IN ACCORDANCE WITH SECTIONS 17.37(c) AND 17.38(d) OF F.C.C. RULES.

1.) CONDITION OF ALL TOWER LIGHTS AND ASSOCIATED TOWER LIGHTING CONTROL DEVICES:

2. MIEP 11/10

2.) ADJUSTMENTS, REPLACEMENTS, OR REPAIRS MADE TO INSURE COMPLIANCE:

OPERATION DURING EXPERIMENTAL PERIOD

Date	Time	Remarks	Signature

INOPERATIVE EQUIPMENT

EQUIPMENT	Removed From Service		Restored to Service		SIGNATURE
	Date	Time	Date	Time	
Modulation Monitor					
Frequency Monitor					
Final Plate Voltmeter					
Final Plate Ammeter					
Common Point Ammeter					
Base Current Ammeters					
Phase Monitor					
Other					

REMARKS:

RECEIVING STATION
EQUIPMENT TRANSFER

-35-307-

ORIGINATED FROM:

SHIPPED TO:

Station _____ City _____

Station _____ City _____

Dept. _____ By _____

Shipped (Date) _____ Via _____

Prepaid _____ Collect _____

(STAPLE OUTSIDE MEASUREMENT CARD HERE)

ITEM CITY DESCRIPTION UNIT TOTAL PURCHASE INFORMATION

MONTHLY FREQUENCY MEASUREMENT AND FREQUENCY MONITOR CALIBRATION
(F.C.C. 73.114(a)3)
(F.C.C. 73.284(b))

Facility	Independent Measurement	Monitor Reading

Corrections to Monitor:

Copies
Station Originating
Station Receiving
Glenn Callison - Dallas
Nathan Reader - Dallas

Signed: _____

Operator: _____ Date: _____

DEBIT MEMORANDUM - GREEN

STATION

CITY

DATE

┌

└

L

┐

FOR

DATE

DAY & DATE

CREDIT MEMORANDUM - PINK

STATION

CITY

DATE

┌

└

└

┌

FOR

DATE

BE ACHEDY

BENEFICIAL LOAN

BLUE CROSS

BUNY USER

BURKE

BYE-BYE

BYE-BYE

HILL DUSSEY TOKE SHOW

CHERRY SPT/ CHURCH

CHERRY SPT/ CHURCH

CHERRY

CHERRY

CHERRY

CHERRY

CHERRY

CHERRY

DAY & DATE _____

ACCOUNT	ORDERED	SCHEDULED	TIME OF BROADCAST
ALCOA			
ANACIN			
APPLE BEER			
BC REMEDY			
BENEFICIAL LOAN			
BLUE CROSS			
BUDWEISER			
BUICK			
BRAKE-O			
& RAYCO			
BILL COSBY COKE SHOW			
CALVARY BAPT/ CHURCH			
CAMPHO PHENIQUE			
COKE			
COLGATE			
COLGATE			
CHEVROLET			
CLAIROL			
CLAIROL			

McLENDON
TALK SHOW RESUME

Station: _____ Date of Program: _____

City: _____ Time of Program: _____

TOPIC(S):

1. _____
2. _____
3. _____
4. _____

GUESTS:

1. Name: _____
 Address: _____
 Phone: _____
 Representing: _____
 Address: _____
2. Name: _____
 Address: _____
 Phone: _____
 Representing: _____
 Address: _____

Listener Comment: _____

Public File: _____

Copies - NPD:
 H.O.:

 Program Director

McLENDON

PUBLIC SERVICE CAMPAIGN RESUME

Station: _____ City: _____

Client/Organization: _____

Address: _____

City: _____

Phone: _____ Contact: _____

Start Date: _____ Stop Date: _____ Number of Spots: _____

OBJECTIVE OF CAMPAIGN:

VIA: Inquiry or Solicitation (circle one)

Spots Voiced by: _____

(Give position within campaign and local business affiliation, if any)

COMMENTS:

Public Service Director

Copies: Traffic
Station, via PD/OM
NPD
HO

ATTENTION AM-FM APPLICANTS

Filing FCC Form 301

Effective November 1, 1965:

Applicants for new AM or FM stations shall file the attached Section IV-A entitled "Statement of AM or FM Program Service" (See Instructions, Section IV-A paragraph 2) instead of Section IV.

Effective November 1, 1965:

Applicants for major change in facilities of AM or FM stations shall file the attached Section IV-A entitled "Statement of AM or FM Program Service" (See Instructions, Section IV-A, paragraph 4 for information as to applicants affected) instead of Section IV.

Definitions - Cont.

- (b) **Entertainment programs (E)** include all programs intended primarily as entertainment, such as music, drama, variety, comedy, quiz, etc.
- (c) **News programs (N)** include reports dealing with current local, national, and international events, including weather and stock market reports; and when an integral part of a news program, commentary, analysis and sports news.
- (d) **Public Affairs programs (PA)** include talks, commentaries, discussions, speeches, editorials, political programs, documentaries, forums, panels, round tables, and similar programs primarily concerning local, national, and international public affairs.
- (e) **Religious programs (R)** include sermons or devotionals; religious news; and music, drama, and other types of programs designed primarily for religious purposes.
- (f) **Instructional programs (I)** include programs, other than those classified under Agricultural, News, Public Affairs, Religious or Sports, involving the discussion of, or primarily designed to further an appreciation or understanding of, literature, music, fine arts, history, geography, and the natural and social sciences; and programs devoted to occupational and vocational instruction, instruction with respect to hobbies, and similar programs intended primarily to instruct.
- (g) **Sports programs (S)** include play-by-play and pre- or post-game related activities and separate programs of sports instruction, news, or information (e.g., fishing opportunities, golfing instruction, etc.).
- (h) **Other programs (O)** include all programs not falling within definitions (a) through (g).
- * * * * *
- (i) **Editorials (EDIT)** include programs presented for the purpose of stating opinions of the licensee.
- (j) **Political programs (POL)** include those which present candidates for public office or which give expression (other than in station editorials) to views on such candidates or on issues subject to public ballot.
- (k) **Educational Institution programs (ED)** include any program prepared by, in behalf of, or in cooperation with, educational institutions, educational organizations, libraries, museums, PTA's or similar organizations. Sports programs shall not be included.
12. **Commercial matter (CM)** includes commercial continuity (network and non-network) and commercial announcements (network and non-network) as follows:
- (a) **Commercial continuity (CC)** is the advertising message of a program sponsor.
- (b) A **commercial announcement (CA)** is any other advertising message for which a charge is made, or other consideration is received.
- (1) Included are (i) "bonus" spots, (ii) trade-out spots, and (iii) promotional announcements of a future program where consideration is received for such an announcement or where such announcement identifies the sponsor of the future program beyond mention of the sponsor's name as an integral part of the title of the program (e.g., where the agreement for the sale of time provides that the sponsor will receive promotional announcements, or when the promotional announcement contains a statement such as "LISTEN TOMORROW FOR THE [NAME OF PROGRAM] BROUGHT TO YOU BY [SPONSOR'S NAME]").
- (2) Other announcements including but not limited to the following are **not** commercial announcements:
- (i) Promotional announcements, except as defined above;
- (ii) Station identification announcements for which no charge is made;
- (iii) Mechanical reproduction announcements;
- (iv) Public service announcements;
- (v) Announcements made pursuant to Sections 73.119(d) or 73.289(d) of the Rules that materials or services have been furnished as an inducement to broadcast a political program or a program involving the discussion of controversial public issues;
- (vi) Announcements made pursuant to the local notice requirements of Sections 1.580 (pre-grant) and 1.594 (designation for hearing) of the Rules.
13. A **public service announcement (PSA)** is any announcement (including network) for which no charge is made and which promotes programs, activities, or services of federal, state or local governments (e.g., recruiting, sales of bonds, etc.) or the programs, activities or services of non-profit organizations (e.g., UGF, Red Cross blood donations, etc.), and other announcements regarded as serving community interests, excluding time signals, routine weather announcements and promotional announcements.
14. A **program** is an identifiable unit of program material, logged as such, which is not an announcement as defined above (e.g., if, within a 30-minute entertainment program, a station broadcasts a one-minute news and weather report, this news and weather report may be separately logged and classified as a one-minute news program and the entertainment portion as a 29-minute program).
15. **Composite Week** - Seven days designated annually by the Commission in a Public Notice and consisting of seven different days of the week.
16. **Typical Week** - A week which an applicant projects as typical of his proposed weekly operation.

Instructions, General Information and Definitions

1. *Applicants for renewal of license* shall answer all questions in this Section IV-A as part of their renewal application. In answering questions on proposed operation where no substantial change from past operation is proposed, applicant may so state.
2. *Applicants for new AM or FM stations and assignees and transferees of control* shall file this Section IV-A with respect to Ascertainment of Program Needs (Part I), Proposed Programming (Part III), Proposed Commercial Practices (Part V), General Station Policies and Practices (Part VI) and Other Matters and Certification (Part VII).
3. *Assignors and transferors of control* shall file information on Past Programming (Part II), Past Commercial Practices (Part IV) and Other Matters and Certification (Part VII). Questions on past programming shall be answered on the basis of the most recent composite week. Assignors and transferors who have filed an application for renewal of license within eighteen months prior to filing an application for assignment or transfer need not answer any portion of Section IV but must refer to the pertinent filing and identify it.
4. *Applicants for major changes in facilities* (as defined in Sections 1.571(a)(1) and 1.573(a)(1) of the Commission's Rules) need not file this Section IV-A unless a substantial change in programming is proposed or unless the information is requested by the Commission.
5. A. Where any of the information required is already on file with the Commission, such information need not be resubmitted, provided that the previous application or filing containing the information is specifically referred to and identified and the applicant states that there has been no change since the information was filed.
 B. The replies to the following questions constitute representations on which the Commission will rely in considering this application. Thus time and care should be devoted to the replies so that they will reflect accurately applicant's responsible consideration of the questions asked. It is not, however, expected that the licensee will or can adhere inflexibly in day-to-day operation to the representations made herein.
 C. Replies relating to future operation constitute representations against which the subsequent operation of the station will be measured. Accordingly, if during the license period the station substantially alters its programming format or commercial practices, the licensee should notify the Commission of such changes; otherwise it is presumed the station is being operated substantially as last proposed.
6. The applicant's attention is called to the Commission's "Report and Statement of Policy re: Commission En Banc Programming Inquiry," released July 29, 1960. (FCC 60-970; 25 Federal Register 7291; 20 Pike and Fischer Radio Regulation 1902), copies of which are available upon request to the Commission; and also to the material contained in Attachment A to this Section.
7. A legible copy of this Section IV-A and the exhibits submitted therewith shall be kept on file available for public inspection at any time during regular business hours. It shall be maintained at the main studio of the station or any other accessible place (such as a public registry for documents or an attorney's office) in the community to which the station is or is proposed to be licensed.
- d. *Network Programs*. Where information for the composite week is called for herein with respect to commercial matter or program type classification in connection with national network programs, the applicant may rely on information furnished by the network.

Signature.

This Section IV-A shall be signed in the space provided at the end hereof. It shall be personally signed by the applicant, if the applicant is an individual; by one of the partners, if the applicant is a partnership; by an officer of applicant, if a corporation or association. **SIGNING OF THIS SECTION IS A REPRESENTATION THAT THE PERSON WHO SIGNS IS FAMILIAR WITH THE CONTENTS OF THIS SECTION AND ASSOCIATED EXHIBITS, AND SUPPORTS AND APPROVES THE REPRESENTATIONS THEREIN ON BEHALF OF THE APPLICANT.**

Definitions

The definitions set out below are to be followed in furnishing the information called for by the questions of this Section IV-A. The inclusion of various types and sources of programs in the paragraphs which follow is not intended to establish a formula for station operation, but is a method for analyzing and reporting station operation.

10. Sources of programs are defined as follows:

- (a) A *local program* (L) is any program originated or produced by the station, or for the production of which the station is primarily responsible, and employing live talent more than 50% of the time. Such a program, taped or recorded for later broadcast, shall be classified as local. A local program fed to a network shall be classified by the originating station as local. All non-network news programs may be classified as local. Programs primarily featuring records or transcriptions shall be classified as recorded even though a station announcer appears in connection with such material. However, identifiable units of such programs which are live and separately logged as such may be classified as local (e.g., if during the course of a program featuring records or transcriptions a non-network 2-minute news report is given and logged as a news program, the report may be classified as local).
- (b) A *network program* (NET) is any program furnished to the station by a network (national, regional or special). Delayed broadcasts of programs originated by networks are classified as network.
- (c) A *recorded program* (REC) is any program not defined above, including, without limitation, those using recordings, transcriptions, or tapes.

11. Types of programs are defined as follows:

If a program contains two or more identifiable units of program material which constitute different program types as herein defined, each such unit may be separately logged and classified.

The definitions of the first eight types of programs, (a) through (h) are not intended to overlap each other, and these types will normally include all the programs broadcast. The programs classified under (i) through (k) will have been classified under the first eight and there may be further duplication among types (i) through (k).

- (a) *Agricultural programs* (A) include market reports, farming or other information specifically addressed, or primarily of interest, to the agricultural population.

STATEMENT OF AM OR FM PROGRAM SERVICE	Name of Applicant
letters of station	City and state which station is licensed to serve

PART I

Ascertainment of Program Needs

1. A. State in Exhibit No. _____ the methods used by the applicant to ascertain the needs and interests of the public served by the station. Such information shall include (1) identification of representative groups, interests and organizations which were consulted and (2) the major communities or areas which applicant principally undertakes to serve.
- B. Describe in Exhibit No. _____ the significant needs and interests of the public which the applicant believes his station will serve during the coming license period, including those with respect to national and international matters.
- C. List in Exhibit No. _____ typical and illustrative programs or program series (excluding Entertainment and News) that applicant plans to broadcast during the coming license period to meet those needs and interests.

NOTE: Sufficient records shall be kept on file at the station, open for inspection by the Commission, for a period of 3 years from the date of filing of this statement (unless requested to be kept longer by the Commission) to support the representations required in answer to Question 1. These records should *not* be submitted with this application and need not be available for public inspection.

PART II

Past Programming

2. A. State the total hours of operation during the composite week: _____
- B. Attach as Exhibit No. _____ the original or exact copies of program logs for the composite week used as a basis for responding to questions herein. Applicants utilizing automatic program logging devices must comply with the provisions of Sections 73.112(c) and 73.282(c). Original logs or automatic recordings will be returned.
If applicant has not operated during all of the days of the composite week which would be applicable to the use of this form, applicant should so notify the Commission and request the designation of substitute day or days as required.
3. A. State the amount of time (rounded to the nearest minute) the applicant devoted in the composite week to the program types (see Definitions) listed below. Commercial matter within a program segment shall be excluded in computing time devoted to that particular program segment (e.g., a 15-minute news program containing 3 minutes' commercial matter shall be counted as a 12-minute news program).

	<u>Hours</u>	<u>Minutes</u>	<u>% of Total Time on Air</u>
(1) News %
(2) Public Affairs %
(3) All other programs, exclusive of Entertainment and Sports %

- B. If in the applicant's judgment the composite week does not adequately represent the station's past programming, applicant may in addition provide in Exhibit No. _____ the same information as required in 3-A above (using the same format) for a calendar month or longer during the year preceding the filing of this application. Applicant shall identify the time period used. Applicant need not file the program logs used in responding to this question unless requested by the Commission.
4. List in Exhibit No. _____ typical and illustrative programs or program series (excluding Entertainment and News) broadcast during the year preceding the filing of this application which have served public needs and interests in applicant's judgment. Denote, by underlining the Title, those programs, if any, designed to inform the public on local, national or international problems of greatest public importance in the community served by the applicant. Use the format below.

<u>Title</u>	<u>Source*</u>	<u>Type*</u>	<u>Brief Description</u>	<u>Time Broadcast & Duration</u>	<u>How Often Broadcast</u>
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5. Submit in Exhibit No. _____ the following information concerning the applicant's news programs:
 - A. The staff, news gathering facilities, news services and other sources utilized; and
 - B. An estimate of the percentage of news program time devoted to local and regional news during the composite week.
6. In connection with the applicant's public affairs programming, describe its policy during the past renewal period with respect to making time available for the discussion of public issues and the method of selecting subjects and participants.

*See Definitions

7. Describe briefly the applicant's program format(s) during the past 12 months (e.g., country and western music, talk, folk music, classical music, foreign language, jazz, standard pops, etc.) and the approximate percentage of time per week devoted to such format(s).
8. State how and to what extent (if any) applicant's station contributed during the past license period to the over-all diversity of program services available in the area or communities served.
9. Was the applicant affiliated with one or more national, regional or special radio networks during the past license period?
Yes _____ No _____. If "yes," give name(s) of network(s): _____
10. State the number of public service announcements broadcast by the applicant during the composite week: _____
11. A. If this application is for an FM station, did the programming duplicate that of any AM station?
Yes _____ No _____. ("Duplicate" means simultaneous broadcasting of a particular program over both the AM and FM stations or the broadcast of a particular FM program within 24 hours before or after the identical program is broadcast over the AM station--Section 73.242(a) of the Rules and Regulations.)
- B. If the answer is "yes," identify the AM station by call letters; describe its relation to the FM station; and state the number of hours each day in the composite week that were duplicated.
12. A. In applicant's judgment, does the information supplied in this Part II adequately reflect its past programming?
Yes _____ No _____.
- B. If "no," applicant may attach as Exhibit No. _____ such additional information as may be necessary to describe accurately and present fairly its program service.
- C. If applicant's programming practices for the period covered by this statement varied substantially from the programming representations made in applicant's last renewal application, the applicant shall submit as Exhibit No. _____ a statement explaining the variations and the reasons therefor.

PART III

Proposed Programming

13. State the proposed total hours of operation during a typical week: _____
14. State the minimum amount of time the applicant proposes to devote normally each week to the program types (see Definitions) listed below. Commercial matter within a program segment shall be excluded in computing time devoted to that particular program segment (e.g., a fifteen-minute news program containing 3 minutes' commercial matter shall be computed as a 12-minute news program.)

	<u>Hours</u>	<u>Minutes</u>	<u>% of Total Time on Air</u>
(1) News %
(2) Public Affairs %
(3) All other programs, exclusive of Entertainment and Sports %

15. Submit in Exhibit No. _____ the following information concerning the applicant's proposed news programs:
- A. The staff, news gathering facilities, news services and other sources to be utilized; and
- B. An estimate of the percentage of news program time to be devoted to local and regional news during a typical week.

16. In connection with the applicant's proposed public affairs programming describe its policy with respect to making time available for the discussion of public issues and the method of selecting subjects and participants.
17. Describe the applicant's proposed programming format(s), e.g., country and western music, talk, folk music, classical music, foreign language, jazz, standard pops, etc., and the approximate percentage of time per week to be devoted to such format(s).
18. State how and to what extent (if any) applicant proposes to contribute to the over-all diversity of program services available in the area or communities to be served.
19. State the minimum number of public service announcements applicant proposes to present during a typical week: _____
20. Will the applicant be affiliated with one or more national, regional, or special radio networks? Yes _____ No _____.
If "yes," give name(s) of network(s): _____
21. A. If this application is for an FM station will the programming duplicate that of any AM station? Yes _____ No _____.
("Duplicate" means simultaneous broadcasting of a particular program over both AM and FM stations or the broadcast of a particular FM program within 24 hours before or after the identical program is broadcast over the AM station--Section 73.242(a) of the Rules and Regulations.)
- B. If the answer is "yes," identify the AM station by call letters; describe its relation to the FM station; and state the number of hours each day proposed to be duplicated.

PART IV

Past Commercial Practices

22. Give the following information with respect to the composite week:
- | | <u>All Hours</u> | <u>6 A.M. - 6 P.M.</u> |
|---------------------------------------|------------------|------------------------|
| A. Total broadcast time | | |
| B. Time devoted to commercial matter: | | |
| (1) Amount in hours and minutes | | |
| (2) Percentage | % | % |

23. State the number of 60-minute segments of the composite week (beginning with the first full clock hour and ending with the last clock hour of each broadcast day) containing the following amounts of commercial matter:

- A. Up to and including 10 minutes
- B. Over 10 and up to and including 14 minutes
- C. Over 14 and up to and including 18 minutes
- D. Over 18 minutes

List each segment in category (D) above, specifying the amount of commercial time in the segment, and the day and time broadcast.

24. A. In the applicant's judgment, does the information supplied in this Part IV for the composite week adequately reflect its commercial practices? Yes _____ No _____ .
- B. If "no," applicant may attach as Exhibit No. _____ such additional material as may be necessary to describe adequately and present fairly its commercial practices.
- C. If applicant's commercial practices for the period covered by this statement varied substantially from the commercial representations made in applicant's last renewal application, the applicant shall submit as Exhibit No. _____ a statement explaining the variations and the reasons therefor.

PART V

Proposed Commercial Practices

25. State the maximum percentage of commercial matter which the applicant proposes normally to allow during the following segments of a typical week:

- 6 a.m. - 6 p.m. %
- All hours %

If applicant proposes to permit this level to be exceeded at times, state under what circumstances and how often this is expected to occur, and the limits that would then apply.

26. What is the maximum amount of commercial matter in any 60-minute segment which the applicant proposes normally to allow?

If applicant proposes to permit this amount to be exceeded at times, state under what circumstances and how often this is expected to occur, and the limits that would then apply.

PART VI

General Station Policies and Procedures

State the name(s) and position of the person(s) who determines the day-to-day programming decisions and directs the operation of the station covered by this application and whether he is employed full-time in the operation of the station.

28. A. Does the applicant have established policies with respect to programming and advertising standards (whether developed by the station or contained in a code of broadcasting standards and practices) to guide the operation of the station?

Yes _____ No _____.

- B. If "yes," attach as Exhibit No. _____ a brief summary of such policies. (If the station relies exclusively upon the published code of any national organization or trade association, a statement to that effect will suffice)
29. State the methods by which applicant undertakes to keep informed of the requirements of the Communications Act and the Commission's Rules and Regulations, and a description of the procedures established to acquaint applicant's employees and agents with such requirements and to ensure their compliance.

30. If, as an integral part of its station identification announcements, applicant makes or proposes to make reference to any business, profession or activity other than broadcasting in which applicant or any affiliate or stockholder is engaged or financially interested, directly or indirectly, set forth typical examples and approximate frequency of their use.

31. State the number of station employees: _____. If the station has or proposes to have ten or more employees, state in Exhibit No. _____ the number of full-time and part-time employees in the programming, sales, technical, and general and administrative departments. Do not list the same employee in more than one category. However, if an employee performs multiple services, this may be so shown by identifying him with his various duties e.g., if two employees are combination announcers and salesmen, the list would include an entry of "two programming-sales".

PART VII

Other Matters and Certification

- Applicant may submit as Exhibit No. _____ any additional information which, in its judgment, is necessary adequately to describe or to present fairly its services and operations in relation to the public interest.
- 33. The undersigned has familiarized himself with paragraph 9 of the Instructions to Section IV-A concerning signature requirements and in light of its provisions does hereby:
 - A. Acknowledge that all the statements made in this Section IV-A and the attached exhibits are considered material representations and that all the exhibits are a material part hereof and are incorporated herein as if set out in full in the application form; and
 - B. Certify that the statements herein are true, complete, and correct to the best of his knowledge and belief and are made in good faith.

SIGNED AND DATED this day of , 19

.....
(NAME OF LICENSEE)

By:
(SIGNATURE)

.....
(PLEASE PRINT NAME OF PERSON SIGNING)

.....
(TITLE)

WILLFUL FALSE STATEMENTS MADE IN THIS FORM ARE PUNISHABLE BY FINE AND IMPRISONMENT. U. S. CODE, TITLE 18, SECTION 1001.

STATEMENT OF AM OR FM PROGRAM SERVICE

ATTACHMENT A

Attention is invited to the Commission's "Report and Statement of Policy Re: Commission En Banc Programming Inquiry" released July 29, 1960 - FCC 60-970 (25 Federal Register 7291; 20 Pike and Fischer Radio Regulation 1902).

Pursuant to the Communications Act of 1934, as amended, the Commission cannot grant, renew or modify a broadcast authorization unless it makes an affirmative finding that the operation of the station, as proposed, will serve the public interest, convenience and necessity. Programming is of the essence of broadcasting.

A broadcast station's use of a channel for the period authorized is premised on its serving the public. Thus, the public has a legitimate and continuing interest in the program service offered by the station, and it is the duty of all broadcast permittees and licensees to serve as trustees for the public in the operation of their stations. Broadcast permittees and licensees must make positive, diligent and continuing efforts to provide a program schedule designed to serve the needs and interests of the public in the areas to which they transmit an acceptable signal.

In its above-referenced "Policy Statement," the Commission has indicated the general nature of the inquiry which should be made in the planning and devising of a program schedule:

"Thus we do not intend to guide the licensee along the path of programming; on the contrary, the licensee must find his own path with the guidance of those whom his signal is to serve. We will thus steer clear of the bans of censorship without disregarding the public's vital interest. What we propose will not be served by pre-planned program format submissions accompanied by complimentary references from local citizens. What we propose is documented program submissions prepared as the result of assiduous planning and consultation covering two main areas: first, a canvass of the listening public who will receive the signal and who constitute a definite public interest figure; second, consultation with leaders in community life -- public officials, educators, religious (groups), the entertainment media - agriculture, business, labor, professional and eleemosynary organizations, and others who bespeak the interests which make up the community."

Over the years, experience has shown both broadcasters and the Commission that certain recognized elements of broadcast service have frequently been found necessary or desirable to serve the broadcast needs and interests of many communities. In the Policy Statement, referred to above, the Commission set out fourteen such elements. The Commission stated:

"The major elements usually necessary to meet the public interest, needs and desires of the community in which the station is located as developed by the industry, and recognized by the Commission, have included: (1) Opportunity for Local Self-Expression, (2) The Development and Use of Local Talent (3) Programs for Children, (4) Religious Programs, (5) Educational Programs, (6) Public Affairs Programs, (7) Editorialization by licensees, (8) Political Broadcasts, (9) Agricultural Programs, (10) News Programs, (11) Weather and Market Reports, (12) Sports Programs, (13) Service to Minority Groups, (14) Entertainment Programming."

It is emphasized that broadcasters, mindful of the public interest, must assume and discharge responsibility for planning, selecting and supervising all matter broadcast by their stations, whether such matter is produced by them or provided by networks or others. This duty was made clear in the Commission's Policy Statement, page 14, paragraph 3:

"Broadcasting licensee must assume responsibility for all material which is broadcast through their facilities. This includes all programs and advertising material which they present to the public. With respect to advertising material the licensee has the additional responsibility to take all reasonable measures to eliminate any false, misleading, or deceptive matter and to avoid abuses with respect to the total amount of time devoted to advertising continuity as well as the frequency with which regular programs are interrupted for advertising messages. This duty is personal to the licensee and may not be delegated. He is obligated to bring his positive responsibility affirmatively to bear upon all who have a hand in providing broadcast matter for transmission through his facilities so as to assure the discharge of his duty to provide (an) acceptable program schedule consonant with operating in the public interest in his community. The broadcaster is obligated to make a positive, diligent and continuing effort, in good faith, to determine the tastes, needs and desires of the public in his community and to provide programming to meet those needs and interests. This, again, is a duty personal to the licensee and may not be avoided by delegation of the responsibility to others."

