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NAB RADIO-TELEVISION PROGRAM LOG RECOMMENDATIONS

Revised October 1969

(with a discussion of "Ascertainment of Community Needs" and a reprint of Sections IV-A and IV-B of
FCC BROADCAST APPLICATION FORMS 301, 303, 314 and 315)

**Legal Department
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FCC BROADCAST APPLICATION FORMS 301, 303, 314 and 315)

**Prepared for the Members of the
NATIONAL ASSOCIATION OF BROADCASTERS
by its
Legal Department**

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FOREWORD

As a result of AM and FM rule amendments which became effective on March 22, 1968, the program logging requirements for the AM, FM and TV services are now virtually uniform. Accordingly, we have determined that one comprehensive logging booklet would serve the needs of all our members, irrespective of their particular interests. Where appropriate, we have noted any information which refers to only one or two of the broadcast services. However, unless so noted, all of the information contained herein applies to AM, FM and TV without distinction.

The FCC rules relative to logging are set forth at page 9.

As part of our explanation of the Commission's program logging requirements, we have included an initial discussion of the rule amendments referred to above and additionally have touched upon related matters such as log corrections, logging of AM-FM duplicated programming, automatic logging, and tradeouts. In order to facilitate understanding of the logging requirements, we have placed the recommended log form (filled in with sample entries) on a fold out page at the rear of the booklet. By arranging the recommended log in the folded out position, the reader has a constant graphic reference to aid him in understanding the logging requirements.

The logging suggestions contained herein reflect only the minimum requirements of the FCC. If properly kept, the recommended log form should provide all the information necessary for completion of Parts II and IV of Sections IV-A (AM and FM) and IV-B (TV) of the renewal form. It may well be that each licensee may wish to add information helpful to his particular station's operation. The recommended form is designed to allow for additional columns, if needed, and additional information recorded on the log is perfectly permissible. Any innovation that a licensee can employ to make his logs more meaningful to him in carrying out his responsibilities while maintaining the minimum of information required by the FCC is encouraged.

Since licensees have experienced a considerable amount of confusion as to the ascertainment of community needs which is called for in Part 1 of the Statement of Program Service (Section IV-A and IV-B) of the renewal form, we have included a discussion of that subject. Guidelines issued by the Commission are set forth together with specific examples of the types of contacts which have been made and the community needs which have been ascertained as summarized in recent FCC decisions. Sections IV-A and IV-B are included at pages 17 and 22, respectively.

October, 1969

John B. Summers
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DISCUSSION OF NEW LOGGING RULES

In response to an NAB Petition for Rule Making, the Federal Communications Commission amended the AM and FM program logging rules, effective March 22, 1968, to conform those rules to the logging requirements for TV stations. At the same time, the Commission editorially amended the TV logging rules to clear up certain misunderstandings which had arisen as to the meaning of two provisions of those rules. Because these amendments greatly simplify logging procedures and benefit licensees in other respects, we believe that an initial discussion of the changes will facilitate an understanding of the program logging recommendations which are contained herein.

The changes affecting AM and FM requirements are as follows:

1. Licensees are no longer required to repeat the name or title of the program on each page of the log which contains entries pertinent to that program. The initial entry of the name or title of the program will suffice.

2. There is no longer any requirement to divide the log into 15 minute segments or show the "on" times of commercials. Moreover, you no longer have to distinguish between Commercial continuity (CC) and commercial announcements (CA) for logging purposes. Such programming may be entered as commercial matter (CM) and the total duration of all commercial matter in each hourly time segment (beginning on the hour) may be shown in one entry rather than by individual time entries for each commercial message. However, the rules make clear that licensees may continue to show the time duration of each commercial message if they so desire. In either case, the log must be divided into hourly segments.

3. The duration of recorded announcements is no longer required to be stated precisely. All commercial time may now be computed by as close an approximation to the time consumed as possible. It is not necessary, for example, to correct an entry of a one-minute commercial to accommodate varying reading speeds even though the actual time consumed might be a few seconds more or less than the scheduled time. However, it is incumbent upon the licensee to insure that the entry represents as close an approximation of the time actually consumed as possible.

4. Stations broadcasting national network programs are no longer required to make a log entry of the name of the sponsor of such network programs. The Commission also clarified the fact that the only information supplied by the network which must be retained with the program logs is that information furnished as to the composite week for use in the station's renewal application. Licensees, otherwise, are not required to associate with the logs the information which is furnished almost daily by the networks.

5. Certain sponsored *programs* wherein it is difficult to measure the exact length of what would be considered commercial continuity, e.g., some sponsored political and religious *programs*, may now be merely logged as *sponsored*. No computation of commercial matter is required. Naturally, this exception is not applicable to any program advertising commercial products or services, nor is it applicable to any commercial announcements. It might also be noted that this exception is not contained in the rules but was expressed in the Commission's Order amending the rules. Licensees should take full advantage of this change in policy because by not having to allocate an amount of commercial matter for such programs you may compute the total length of the program as to its proper type, thereby "beefing up" your program percentages for renewal purposes.

The editorial changes in the TV rules are as follows:

1. Section 73.670(a)(2)(ii) was amended to show that TV licensees are not limited to making an entry of the total duration of commercial matter in each hourly time segment beginning on the hour, but may instead, if they wish, log the length of each commercial message. Of course, in either case, the log should be devised and kept so that it can be accurately divided into hourly segments for renewal reporting purposes.

2. Section 73.670(b) was amended to clarify that the only network supplied information which must be retained with the program logs is that information which is furnished as to the composite week for use in the station's renewal application. TV licensees otherwise are not required to associate with the logs that information which is furnished almost daily by the networks.

INSTRUCTIONS RELATING TO PROGRAM LOGS

The recommended program log folds out from the last page of this booklet so it can be viewed while these instructions are being read. Sample entries have been made to illustrate many of the requirements we will discuss. The 37 line numbers shown along the left margin of the log are not required; they are used here for the purpose of referring to specific illustrations of the logging requirements.

The FCC program logging rules require a complete record, in chronological order and broken down into clock-hour segments, of virtually all material broadcast. As previously indicated, the AM, FM and TV logging requirements are now practically uniform. Any differences have been carefully noted.

The recommended log form is designed for logging information *actually required* by the FCC rules and, if properly kept, will provide all the information necessary to complete Parts II and IV of Sections IV-A (AM & FM) and IV-B (TV) of FCC Forms 301, 303, 314, and 315. It is recognized, however, that many stations desire more detailed information in their logs than the minimum prescribed by the FCC. Thus, nothing stated in this booklet is intended to dissuade stations from logging any additional information beneficial to their operation. We further recognize that while the sample log which we suggest herein may have already been adopted by a great number of stations (the format is essentially the same as recommended in our 1965 radio logging booklet), many stations no doubt have dissimilar logging formats which are fully adequate for their purposes. The important fact is that your log—whatever form it may take—be designed so that all required information may be entered. Therefore, even if you do not follow our recommended format, you should check the following instructions closely to assure that you are complying with the Commission's logging requirements.

Logs must be kept in an orderly and legible manner. Handwritten entries are not precluded as long as they can be read clearly. Key letters or abbreviations may be used if proper meaning or explanation is contained at some point on the day's log. Each sheet must be numbered and dated, and the log must show the local time in effect, e.g., EST, EDT, CST, CDT, etc. The log must be signed by the log keeper both when he signs on and off duty. (All of the aforementioned information is set forth on the face of our recommended log form, but there is no reason why this information could not be displayed on a

cover sheet numbered page 1 of the log.)

The recommended program log columns are numbered from one (1) to nine (9). Instructions for the use of each column follow:

- Column 1. Enter beginning time each *required* station identification is made. Express the time in hours and minutes, for example, 8:30. Indicating seconds is not required for any of the time entries in Columns 1, 2 & 3. The hourly station identification entry will serve to divide the log into hourly segments. (See §§ 73.112, 73.282, 73.670(a)(4)(i).)* *Illustrated at lines 1, 10, 15, 19, 21, 23, 27, 31, 34, and 37 of log.*
- Columns 2. & 3. Enter the beginning time of each program in Column 2, ending time in Column 3. These times need be entered only *once* for the entire program, even though separately identified programs are scheduled within the time. For instance, the beginning and ending times for a complete disc jockey show should be entered and if news or sports shows are also broadcast within the overall time of this program, they may be entered below the longer program with their beginning and ending times indented or otherwise distinguished to show that they were broadcast within the longer program. (See §§ 73.112, 73.282, 73.670(a)(1)(ii).) *Illustrated at lines 1-10 of log.*
- Column 4. Enter the title of the program and, if sponsored, the name of the sponsor. *Illustrated at lines 10, 17, 23 and 25 of log.*

We suggest that program titles be typed in capital letters. If the title includes the sponsor's name, e.g., XYZ News, a separate entry is not required. *Illustrated at line 27 of log.*

Where more than one advertiser participates in the cost of the program, each advertiser must be entered as a sponsor. (See §§ 73.112, 73.282, 73.670(a)(1)(i) and (a)(2)(i))

If a program continues onto the next log page the title does not have to be repeated.

* References are to the respective AM, FM and TV rules reprinted at pages 9-16.

For a program presenting a political candidate, enter the candidate's name and his political affiliation; if sponsored, include the name of the person or organization paying for the program. *Illustrated at line 15 of log.*

Network programs need only be logged as to beginning and ending times and program title. The network will supply all other required information for the composite week. Non-network matter appearing in or adjacent to a network program must be logged. (See §§ 73.112, 73.282, 73.670(b).) *Illustrated at lines 19 and 31-34 of log.*

Column 5. Enter the duration of each commercial item or the total duration of all commercial matter (CM) in each hourly time segment. The duration of CM should be as close an approximation to the time consumed as possible. The duration of announcements other than CM does not have to be logged. (See §§ 73.112, 73.282, 73.670(a)(2)(ii)) *Log illustrates entry of duration of each commercial item but method used is optional.*

It is not necessary to enter the amount of commercial matter in sponsored religious and political programs which do not involve the advertisement of commercial products or services. It will suffice to log and announce the program as sponsored. *Illustrated at lines 15 and 23 of log.*

Column 6. Enter the type of commercial or non commercial matter. Designate both commercial announcements and commercial continuity as CM; public service announcements as "PSA" and mechanical reproduction announcements as "MRA". A check mark may be used over the "type" designation to indicate that the *required* sponsor identification has been made. The latter entry is the only item which cannot be prelogged. (See §§ 73.112, 73.282, 73.679(a)(2)(ii))

Column 7. Indicate the source of each program as follows:

"L"—Local programs originated or produced by the station employing live talent more than 50% of the time. Such a program taped or re-

corded for later broadcast is classified as local.

"ABC"—"ABC" is used to indicate the specific initials of the *network* concerned and is to be used to indicate network source, such as ABC, CBS, MBS, NBC, etc. This requirement pertains to regional and special networks as well as national.

"REC"—A recorded program is any program not otherwise defined above. This would include syndicated programs, taped or transcribed programs and feature films. (See §§ 73.112, 73.282, 73.670(a)(1)(iv).)

Column 8. Designate each program according to its predominant type of content. The definitions of these basic types appear in Note 1 following sections 73.112, 73.282 and 73.670 and should be closely followed. Each program must be classified as to one (and only one) of the following types:

Agricultural	(A)
Entertainment	(E)
News	(N)
Public Affairs	(PA)
Religious	(R)
Instructional	(I)
Sports Programs	(S)
Other	(O)

The following types are sub-categories. They should be used with any one of the above types to more accurately describe the program:

Editorials	(EDIT)
Political	(POL)
Educational	(ED)

Note: While sub-categories may be used with any of the eight basic types, no two basic types may be combined. Example: A program *may* be classified as both Public Affairs (PA) which is a basic type and Editorial (EDIT) which is a sub-category. It *may not* be classified as Public Affairs (PA) and Agricultural (A), or Public Affairs (PA) and Religious (R), because these are all basic categories. *Illustrated at lines 15 and 21^f of log.*

Entry 9. The person keeping the program log is to sign for that portion of the log corresponding to the time he is on duty. This can be done by entering the

time he signs "on" and his signature on the page where he begins operation. Each succeeding page may be initialed in the space designated "operator", until he signs "off", when he will again sign and enter the time he goes off duty. If the station wishes to use a cover sheet such as we mentioned earlier, that sheet could contain spaces for the log keeper to sign on and off. He would then merely have to initial each page of the log covered during his duty.

MISCELLANEOUS NOTES:

1. *Promotional Announcements*

a. A station promotional announcement that is paid for is commercial matter and must be logged.

b. A promotional announcement of a future program that does not go beyond use of the sponsor's name as an integral part of the program title is not commercial matter and need not be logged.

Examples:

1. "Watch the Afternoon Show at three o'clock Monday through Friday". NOT COMMERCIAL
2. "Tune in at six-thirty for the Acme Sports Windup". NOT COMMERCIAL

c. If, however, the announcement identifies the sponsor beyond use of his name as part of the title, it is commercial matter and must be logged.

Example:

"Listen to the Sports Windup at six-thirty, brought to you by Schmaltz Beer". MUST BE LOGGED AS COMMERCIAL. *Illustrated at line 30 of log.*

d. Finally, if the agreement for the sale of the program provided that a certain number of promotional announcements would be broadcast, then each of those announcements would have to be logged as commercial even though they might otherwise conform to examples 1 and 2 above. (See Note 3(b)(1) following §§ 73.112, 73.282, 73.670.)

2. *Public Service Announcements*

A log entry must be made for each PSA showing the name of the organization or interest in whose behalf the announcement was made. A mere indication such as "PSA # 423" will not comply with this requirement. (See §§ 73.112, 73.282, 73.670(a)(3).) *Illustrated at lines, 6, 33, 36, and 37 of log.*

3. *Other Announcements*

a. An entry must be made for each announcement made pursuant to the local notice requirements of §§ 1.580 (pre-grant) and 1.594 (designation for hearing). Time of broadcast must also be entered. (See §§ 73.112, 73.282, 73.670(a)(4)(iii).) *Illustrated at line 18 of log.*

b. Enter each mechanical reproduction announcement made pursuant to provisions of §§ 73.118, 73.288, or 73.653. (See §§ 73.112, 73.282, 73.670(a)(4)(iv).) *Illustrated at line 20 of log.*

c. An entry must be made for each announcement presenting a political candidate showing the candidate's name and political affiliation. Of course, the sponsor, if any, must also be shown. (See §§ 73.112, 73.282, 73.670(a)(4)(ii).) *Illustrated at line 32 of log.*

4. *The Log Keeper*

The program log may be kept by any station employee (or contract operator) having actual knowledge of the facts required and who is competent to perform the task. The log keeper does not have to hold a radio operator's license.

5. *Logging Corrections*

The requirements relative to logging corrections vary as to whether the correction is made before or after the log keeper has signed the log upon going off duty. Corrections made before he signs off need only be initialed by the log keeper, irrespective of who made the correction. His initials attest to the fact that the log, *as corrected*, represents what was broadcast. *Illustrated at line 24 of log.* This requirement applies to any correction or deletion appearing on the log, including those made with snopake or similar means of obliteration. However, it does not apply to additions. For example, handwritten legible entries added to a preprinted log before the log keeper signs off do not have to be initialed.

Corrections, *as well as additions*, which are made after the log keeper signs off duty are governed by different requirements. In this case, an explanation of the reason for the change must be made on the log or on an attachment to it. The explanation must be dated and signed by either the person who kept that portion of the log, or by the station program director or manager, or by any officer of the licensee. The space marked "COMMENTS" at the bottom of our recommended log could be used for this purpose. *Illustrated at line 5 and in COMMENTS portion of log.*

Billing, cueing and other information which is not required to be logged may be changed at any time. The rules do not apply to such information. (See §§ 73.112, 73.282, 73.670(d) (1).)

6. AM-FM Duplication

Where an FM station duplicates AM service 100% of the time, one log may be used for both stations. Appropriate entries should clearly show that period of the day when the duplication is taking place.

Where the FM station duplicates AM service less than 100% of the time, two separate logs are necessary. However, the FM log may simply specify the time period during which duplication takes place and refer to the AM log for details of the duplicated programming.

7. Automatic Logging

The Commission has provided for automatic logging on a permissive basis without attempting to evaluate specific features of various automated systems or to determine their usefulness. Licensees who employ automatic logging have the burden of meeting the following requirements:

a. They must be able accurately to furnish the Commission with all information required to be logged.

b. Each tape, recording or other means of storing the broadcast information must be accompanied by a certification that it reflects what was actually broadcast. The certification may be signed by either the operator or other responsible person on duty at the time, or by some other duly authorized agent of the licensee. Any required information which cannot be incorporated in the automatic process must be kept in a separate record which must be certificated in the same manner as the tape or recording.

c. Upon request of the Commission or its representatives, the licensee must extract any required information from the stored recordings or tapes for the days specified. This information must then be submitted in written log form together with the certificated tapes or recordings from which it was extracted. Normally a station employing automatic logging would only have to submit a written log for the composite week. However, it should be recognized that if the station were to become the subject of a Commission investigation, it could be asked to submit written logs for a much longer period. The work involved would be considerable. (See §§ 73.112, 73.282, 73.670(c).)

8. Retention of Logs

Logs must be retained for a period of two (2)

years. However, logs involving communications incident to a disaster or a Commission investigation of which the licensee has notice must be retained until the Commission authorizes their destruction. Further, logs incident to any claim or complaint of which the licensee has notice must be retained until the claim or complaint has been either satisfied or barred by statute prescribing the time for filing suits under such claims. (See §§ 73.115, 73.285, 73.673.)

9. Tradeouts

The Commission's rules specifically provide that tradeout spots are commercial announcements and therefore must be logged and computed as commercial matter (see Note 3(b) (1) following §§ 73.112, 73.282, and 73.670). Thus, a station which trades its time for goods or services must regard the transaction just as if the time were sold for cash. Recently, the Commission has warned that some licensees have not been complying with this requirement in those circumstances in which a network, program producer or station receives free transportation, prize merchandise or other goods or services in return "for an identification in a broadcast of any person, product, service, trademark, or brand name beyond an identification which is reasonably related to the use of such service or property on the broadcast." [Section 317(a) of the Communications Act] The fact that a network producer or some other party receives the consideration, rather than the licensee, does not exempt such messages from the commercial category.

The Commission did not elaborate on the kinds of identifications which would be reasonably related to the use of the service or property on the broadcast and, therefore, be exempt from the logging requirements. The following examples should illustrate what type of identification does not have to be logged:

(a) A refrigerator is furnished by X for use as a prize on a giveaway show, with the understanding that a brand identification will be made at the time of the award. In the presentation, the master of ceremonies briefly mentions the brand name of the refrigerator, its cubic content, and such other features as serve to indicate the magnitude of the prize. No commercial time must be logged because such identification is reasonably related to the use of the refrigerator on a giveaway show in which the costly or special nature of the prizes is an important feature of this type of program.

(b) In addition to the identification given in (a) above, the master of ceremonies says: "All you ladies sitting there at home should have one

of these refrigerators in your kitchen," or "Ladies, you ought to go out and get one of these refrigerators." Commercial time must be logged because

each of these statements is a sales "pitch" not reasonably related to the giving away of the refrigerator on this type of program.

ASCERTAINMENT OF COMMUNITY NEEDS

For the convenience of licensees preparing for renewal, we have included both the Statement of Program Service for AM and FM (Section IV-A, see page 17) and for TV (Section IV-B, see page 22). Part 1 of both Sections IV-A and IV-B pertains to the renewal applicant's ascertainment of community needs and has proven to be a source of confusion for many licensees who have not grasped what information the Commission is seeking. Therefore, we will discuss this phase of the Statement of Program Service in the hope that much of the confusion can be cleared up; but this very general treatment of the subject is by no means intended to substitute for legal counsel.

First and foremost, it is essential that the applicant fully understand that the Commission expects him to ascertain *community* needs—not *programming* needs. For example, does the community need more schools, an urban renewal program, higher salaries for municipal employees? Does it have a youth drug problem, poor race relations, air pollution problems, etc.? The ascertainment is mandatory. Applicants, despite long residence in an area, are no longer considered, *ipso facto*, to be familiar with the needs and interests of the community.

In a Public Notice of August 22, 1968, the Commission acknowledged that broadcasters generally needed a better understanding of the showing to be made in response to Part 1. The following four elements were specified:

- “(a) Full information on the steps the applicant has taken to become informed of the real community needs and interests of the area to be served.
- “(b) Suggestions which the applicant has received as to how the station could help meet the area's needs.
- “(c) The applicant's evaluation of those suggestions. [But the evaluation need not be submitted to the Commission.]
- “(d) The programming service which the applicant proposes in order to meet those needs as they have been evaluated.

The Commission then detailed the information needed as to each of these four elements:

“Part 1, Question 1.A., requires consultation with leaders in community life—public officials, educators, religious, the entertainment media, agriculture, business, labor, professional and eleemosynary organizations, and others who

bespeak the interests which make up the community. *Report and Statement of Policy Re: Commission En Banc Program Inquiry*, 20 RR 1902.

“*Consultations with community leaders*: Such consultations are to help determine the needs of the community from the standpoint of the group represented by the leader being consulted; should include a representative range of groups and leaders to give the applicant a better basis for determining the total needs of the community; and should identify them by name, position and organization. The purpose of such consultations should be to elicit constructive information concerning community needs, and not mere approval of existing or pre-planned programming.

“*Suggestions received*: The second of the above four elements is largely self-explanatory, but, importantly, the listing should include the significant suggestions as to community needs received through the consultations with community leaders, whether or not the applicant proposes to treat them through its programming service.

“*Applicant's evaluation*: What is expected of the applicant is that he will evaluate the relative importance of those suggestions and consider them in formulating the station's overall program service. [The Commission has since made it clear that this evaluation does not have to be submitted as part of the applicant's showing.]

“*Programming service proposed to meet the needs as evaluated*: The fourth element . . . should be set out in response to Question 1.C., and calls for *relating* the program service to the needs of the community as evaluated, i.e., *what* programming service is proposed to meet *what* needs.”

✓ In an effort to provide examples of the type of information which should be submitted in response to Part 1, we have reviewed recent Commission decisions which summarized various aspects of the applicants' ascertainment of community needs. While it must be remembered that each community is different and must be viewed in terms of its own characteristics, we believe that the following examples derived from those decisions will afford licensees a better understanding of the general approach they should take in formulating a response to Part 1 of the Statement of Program Service.

Here are some examples of the community leaders contacted: The mayor, city manager, councilmen, selectmen, or other local government officials; superintendent of schools; local college or university officials; religious leaders; heads of minority groups; newspaper publishers; chief of police; chairmen of local charitable drives such as the March of Dimes or United Givers Fund; union officials; hospitals; leaders of youth organizations such as the Boy Scouts; leaders of professional organizations such as Bar and Medical Associations; State and Federal Anti-Poverty organizations; county agricultural agent; head of Chamber of Commerce; postmaster; leaders of Red Cross, Salvation Army and other eleemosynary organizations; director of civic theatrical group; and heads of business and fraternal organizations.

The following are some examples of the needs identified: urban renewal; governmental consolidation among the city, county, and neighboring municipalities; problems in public educational

system relative to facilities, curriculum, integration, community support, and future requirements; housing problems; agricultural needs of farmers and consumers; lack of understanding and communication between the races; law enforcement problems relative to crime, drugs, improved communications, and effective manpower recruitment and deployment; city planning to accommodate growth in population; unmet health needs; religion; culture; public understanding of anti-poverty programs; better highways and transportation facilities; water and air pollution problems; and tax reform.

Programming proposals intended to meet the needs and interests of the community can, of course, assume a number of different formats. Individual stations can best determine what sort of programming should be proposed. As the Commission has stressed, it is important to indicate *what* programming service is proposed to meet *what* needs.

GENERAL RULES RELATING TO LOGS

FCC RULES AND REGULATIONS

General requirements relating to logs

Sections:

73.111(AM), 73.281(FM), 73.669(TV)

(a) The licensee or permittee of each (AM, FM, TV) broadcast station shall maintain program . . . logs, as set forth in §§ 73.112, 73.282, and 73.670. Each log shall be kept by the station employee or employees (or contract operator) competent to do so, having actual knowledge of the facts required, who in the case of program and operating logs shall sign the appropriate log when starting duty, and again when going off duty.

(b) The logs shall be kept in an orderly and legible manner, in suitable form, and in such detail that the data required for the particular class of station concerned is readily available. Key letters or abbreviations may be used, if proper meaning or explanation is contained elsewhere in the log. Each sheet shall be numbered and dated. Time entries shall be in local time.

(c) No log or preprinted log or schedule which upon completion becomes a log or portion thereof shall be erased, obliterated, or willfully destroyed within the period of retention provided by the provisions of this part. Any necessary correction shall be made only pursuant to §§ 73.112 (AM), 73.282 (FM), 74.670 (TV) and only by striking out the erroneous portion, or by making a corrective explanation on the log or attachment to it as provided in those sections.

(d) Entries shall be made in the log as required by §§ 73.112 (AM), 73.282 (FM), and 73.760 (TV). Additional information such as that needed for billing purposes or for the cueing of automatic equipment may be entered on the logs. Such additional information, so entered, shall not be subject to the restrictions and limitations in the Commissions Rules on the making of corrections and changes in the logs.

Program logs

Sections:

73.112(AM), 73.282(FM), 73.670(TV)

(a) The following entries shall be made in the program log:

(1) FOR EACH PROGRAM. (i) An entry identifying the program by name or title.

(ii) An entry of the time each program begins and ends. If programs are broadcast during

which separately identifiable program units of a different type or source are presented, and if the licensee wishes to count such units separately, the beginning and ending time for the longer program need be entered only once for the entire program. The program units which the licensee wishes to count separately shall then be entered underneath the entry for a longer program, with the beginning and ending time of each such unit, and with the entry indented or otherwise distinguished so as to make it clear that the program unit referred to was broadcast within the longer program.

(iii) An entry classifying each program as to type, using the definitions set forth in NOTE 1 at the end of this section.

(iv) An entry classifying each program as to source, using the definitions set forth in NOTE 2 at the end of this section. (For network programs, also give name or initials of network, e.g., ABC, CBS, NBC.)

(v) An entry for each program presenting a political candidate, showing the name and political affiliation of such candidate.

(2) FOR COMMERCIAL MATTER. (i) An entry identifying (a) the sponsor(s) of the program; (b) the person(s) who paid for the announcement, or (c) the person(s) who furnished materials or services referred to in §§ 73.119(d) (AM), 73.289(d) (FM), and 73.654(d) (TV). If the title of a sponsored program includes the name of the sponsor, e.g., XYZ News, a separate entry for the sponsor is not required. See NOTE 3 at the end of this section for definition of commercial matter.

(ii) An entry or entries showing the total duration of commercial matter in each hourly time segment (beginning on the hour) or the duration of each commercial message (commercial continuity in sponsored programs, or commercial announcements) in each hour. See Note 5 at the end of this section for statement as to computation of commercial time.

(iii) An entry showing that the appropriate announcement(s) (sponsorship, furnishing material or services, etc.) have been made as required by Section 317 of the Communications Act and §§ 73.119(AM), 73.289(FM) and 73.654 (TV). A check mark (✓) will suffice but shall be made in such a way as to indicate the matter to which it relates.

(3) FOR PUBLIC SERVICE ANNOUNCEMENTS. (i) An entry showing that a public

service announcement (PSA) has been broadcast together with the name of the organization or interest on whose behalf it is made. See NOTE 4 at the end of this section for definition of a public service announcement.

(4) **FOR OTHER ANNOUNCEMENTS.** (i) An entry of the time that each required station identification announcement is made (call letters and licensed location; see §§ 73.117(AM), 73.287 (FM), 73.652(TV)

(ii) An entry for each announcement presenting a political candidate, showing the name and political affiliation of such candidate.

(iii) An entry for each announcement made pursuant to the local notice requirements of §§ 1.580 (pre-grant) and 1.594 (designation for hearing) of this chapter, showing the time it was broadcast.

(iv) An entry showing that a mechanical reproduction announcement has been made in accordance with the provisions of §§ 73.118(AM), 73.288 (FM), 73.653 (TV).

(b) Program log entries may be made either at the time of or prior to broadcast. A station broadcasting the programs of a national network which will supply it with all information as to such programs, commercial matter and other announcements for the composite week need not log such data but shall record in its log the time when it joins the network, the name of each network program broadcast, the time it leaves the network, and any non-network matter broadcast required to be logged. The information supplied by the network, for the composite week which the station will use in its renewal application, shall be retained with the program logs and associated with the log pages to which it relates.

(c) No provision of this section shall be construed as prohibiting the recording or other automatic maintenance of data required for program logs. However, where such automatic logging is used, the licensee must comply with the following requirements:

(1) The licensee, whether employing manual or automatic logging or a combination thereof, must be able accurately to furnish the Commission with all information required to be logged;

(2) Each recording, tape, or other means employed shall be accompanied by a certificate of the operator or other responsible person on duty at the time or other duly authorized agent of the licensee, to the effect that it accurately reflects what was actually broadcast. Any information

required to be logged which cannot be incorporated in the automatic process shall be maintained in a separate record which shall be similarly authenticated;

(3) The licensee shall extract any required information from the recording for the days specified by the Commission or its duly authorized representative and submit it in written log form, together with the underlying recording, tape or other means employed.

(d) Program logs shall be changed or corrected only in the manner prescribed in §§ 73.111(c) (AM), 73.281(c) (FM), and 73.669(c) (TV), and only in accordance with the following:

(1) **MANUALLY KEPT LOG.** Where, in any program log, or preprinted program log, or program schedule which upon completion is used as a program log, a correction is made before the person keeping the log has signed the log upon going off duty, such correction no matter by whom made, shall be initialled by the person keeping the log prior to his signing of the log when going off duty, as attesting to the fact that the log as corrected is an accurate representation of what was broadcast. If correction or additions are made on the log after it has been so signed, explanation must be made on the log or an attachment to it, dated and signed by either the person who kept the log, the station program director or manager, or an officer of the licensee.

NOTE 1. PROGRAM TYPE DEFINITIONS. The definitions of the first eight types of programs (a) through (h) are intended not to overlap each other and will normally include all the various programs broadcast. Definitions (i) through (k) are sub-categories and the programs classified thereunder will also be classified under one of the appropriate first eight types. There may also be further duplication within types (i) through (k); (e.g., a program presenting a candidate for public office, prepared by an educational institution, would be classified as Public Affairs (PA), Political (POL) and Educational Institution (ED)).

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

(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 PROGRAM (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 instructions, etc.)

(h) OTHER PROGRAMS (O) include all programs not falling within definitions (a) through (g).

(i) EDITORIAL (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 expressions (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.

NOTE 2. PROGRAM SOURCE DEFINITIONS.

(a) A LOCAL PROGRAM (L) is any program originated or produced by the station, or for the production of which the station is substantially

responsible, and employing live talent more than 50% of the time. Such a program, taped, recorded, or filmed for later broadcast shall be classified by the station 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 syndicated or feature films or other non-locally recorded programs shall be classified as "Recorded" (REC) even though a station personality 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 feature film program, 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 in (a), (b), (c) above, including without limitation, syndicated programs, taped or transcribed programs, and feature films.

NOTE 3. DEFINITION OF COMMERCIAL MATTER (CM) includes commercial continuity (network and non-network) and commercial announcements (network and non-network) as follows: (Distinction between continuity and announcements is made only for definition purposes. There is no need to distinguish between the two types of commercial matter when logging.)

(a) *Commercial continuity* is the advertising message of a program sponsor.

(b) A *commercial announcement* 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 a 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 heretofore defined in paragraph (b) of this Note.

(ii) Station identification announcements for which no charge is made.

(iii) Mechanical reproduction announcements.

(iv) Public service announcements.

(v) Announcements made pursuant to §§ 73.119(d) (AM), 73.289(d) (FM), and 73.654(d) (TV) 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 §§ 1.580 (pre-grant) and 1.594 (designation for hearing) of this chapter.

NOTE 4. Definition of a public service announcement. A public service announcement is an announcement 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.

NOTE 5. Computation of commercial time. Duration of commercial matter shall be as close an approximation to the time consumed as possible. The amount of commercial time scheduled will usually be sufficient. It is not necessary, for example, to correct an entry of a one-minute commercial to accommodate varying reading speeds even though the actual time consumed might be a few seconds more or less than the scheduled time. However, it is incumbent upon the licensee to ensure that the entry represents as close an approximation of the time actually consumed as possible.

Retention of logs

Sections:

73.115(AM), 73.285(FM), 73.673(TV)

Logs of (AM, FM, TV) broadcast stations shall be retained by the licensee or permittee for a period of 2 years: provided, however, that logs involving communications incident to a disaster or which include communications incident to or

involved in an investigation by the Commission and concerning which the licensee or permittee has been notified, shall be retained by the licensee or permittee until he is specifically authorized in writing by the Commission to destroy them: provided, further, that logs incident to or involved in any claim or complaint of which the licensee or permittee has notice shall be retained by the licensee or permittee until such claim or complaint has been fully satisfied or until the same has been barred by statute limiting the time for the filing of suits upon such claims.

Station Identification

Sections:

73.117(AM) [Amendment now under consideration.]

(a) A licensee of a standard broadcast station shall make station identification announcement (call letters and location) at the beginning and ending of each time of operation and during operation (1) on the hour and (2) either on the half hour or at the quarter hour following the hour and at the quarter hour preceding the next hour; Provided:

(b) Such identification announcement need not be made on the hour when to make such announcement would interrupt a single consecutive speech, play, religious service, symphony concert, or operatic production of longer duration than 30 minutes. In such cases the identification announcement shall be made at the beginning of the program, at the first interruption of the entertainment continuity, and at the conclusion of the program.

(c) Such identification announcement need not be made on the half hour or quarter hour when to make such announcement would interrupt a single consecutive speech, play, religious service, symphony concert, or operatic production. In such cases an identification announcement shall be made at the first interruption of the entertainment continuity and at the conclusion of the program: Provided, that an announcement within 5 minutes of the time specified in paragraph (a) (2) of this section will satisfy the requirements of identification announcements.

(d) In the case of variety show programs, baseball game broadcasts, or similar programs of longer duration than 30 minutes, the identification announcement shall be made within 5 minutes of the hour and of the time specified in subdivision (2) of subparagraph (a) of this section.

(e) In the case of all other programs the identification announcement shall be made within 2

minutes of the hour and of the times specified in paragraph (a) (2) of this section.

(f) In making the identification announcement the call letters shall be given only on the channel of the station identified thereby, except as otherwise provided in § 73.287 of the Commission's rules governing FM broadcast stations.

(g) A licensee shall not in station identification announcements, promotional announcements or any other broadcast matter either lead or attempt to lead its audience to believe that the station has been assigned to a city other than that specified in its license.

NOTE: Commission interpretations in connection with this Rule may be found in a separate public notice issued Oct. 30, 1967 entitled "Applicability of Rule Regarding the Broadcast of Misleading Statements Regarding a Station's Licensed Location." (FCC 67-1132).

73.287 (FM) [Amendment now under consideration.]

(a) A licensee of an FM broadcast station shall make separate station identification announcement (call letters and location) for such station: provided, however, that if the same licensee operates an FM broadcast station and a standard broadcast station and simultaneously broadcasts the same programs over the facilities of both such stations, station identification announcements may be made jointly for both stations for periods of such simultaneous operation. If the call letters of the FM station do not clearly reveal that it is an FM station, the joint announcement shall state that one of the stations is an FM station. Station identification announcement shall be made at the beginning and ending of each time of operation (1) on the hour and (2) either on the half hour or at the quarter hour following the hour and at the quarter hour preceding the next hour: provided, . . . (Remainder of section is the same as Section 73.117, above).

73.652 (TV)

(a) A licensee of a television broadcast station shall make station identification announcement (call letters and location) at the beginning and ending of each time of operation and during the operation on the hour. The announcement at the beginning and ending of each time of operation shall be by both aural and visual means. Other announcements may be by either aural or visual means.

(b) Identification announcements during operation need not be made when to make such an-

nouncement would interrupt a single consecutive speech, play, religious service, symphony concert, or any type of production. In such cases, the identification announcement shall be made at the first interruption of the entertainment continuity and at the conclusion thereof.

(c) A licensee shall not in station identification announcements, promotional announcements or any other broadcast matter either lead or attempt to lead its audience to believe that the station has been assigned to a city other than that specified in its license.

NOTE: Commission interpretations in connection with this Rule may be found in a separate Public Notice issued Oct. 30, 1967 entitled "Applicability of Rule Regarding the Broadcast of Misleading Statements Regarding a Station's Licensed Location." (FCC 67-1132).

Mechanical reproductions

Sections:

73.118 (AM), 73.288 (FM), 73.653 (TV)

(a) No mechanically reproduced program, whether visual or aural, consisting of a speech, news event, news commentator, forum, panel discussion, or special event in which the element of time is of special significance, or any other program in which the element of time is of special significance and presentation of which would create, either intentionally or otherwise, the impression or belief on the part of the listening audience that the event or program being broadcast is in fact occurring simultaneously with the broadcast, shall be broadcast without an appropriate announcement being made either at the beginning or end of such reproduction or at the beginning or end of the program in which such reproduction is used that it is a mechanical reproduction of a mechanically reproduced program: provided, however, that each such program of one minute or less need not be announced as such.

(b) The exact form of identifying announcement is not prescribed, but the language shall be clear and in terms commonly used and understood. Any other program mechanically reproduced or series of mechanical reproductions, including a mechanical reproduction used for background music, sound effects, station identification, program identification (theme music of short duration) or identification of sponsorship of the program proper, need not be announced as provided in paragraph (a), of this section, but the licensee shall not attempt affirmatively to create the

impression that any program being broadcast by mechanical reproduction consists of live talent.

(c) The requirements of paragraph (a) are waived with respect to network programs, transcribed and rebroadcast at a later hour because of the time zone differential between the place where the program originates and where it is rebroadcast, this waiver being applicable whether the off-the-line recording is made by the network itself at one of its key stations or by an individual station, but only when the off-the-line recording is for broadcast at an hour not exceeding the time zone differential between the place where the program originates and where it is rebroadcast. Each station which broadcasts network programs at a later hour in accordance with this waiver shall make an appropriate announcement at least once each day between the hours of 10:00 a.m. and 10:00 p.m., stating that some or all of the network programs which are broadcast by that station are delayed broadcasts by means of transcription. This waiver provision also applies during the annual periods in which advanced time is effective with respect to network programs transcribed and rebroadcast one hour later because of the time differential resulting from the adoption or nonadoption of advanced time in some areas.

Sponsored programs, announcement of.
Sections:

73.119 (AM), 73.289 (FM), 73.654 (TV)

(a) Where a (AM, FM, TV) broadcast station transmits any matter for which money, services, or other valuable consideration is either directly or indirectly paid or promised to, or charged or received by, such station, the station shall broadcast an announcement that such matter is sponsored, paid for, or furnished, either in whole or in part, and by whom or on whose behalf such consideration was supplied: provided, however, that "service or other valuable consideration" shall not include any service or property furnished without charge or at a nominal charge for use on, or in connection with, a broadcast, unless it is so furnished in consideration for an identification in a broadcast of any person, product, service, trademark, or brand name beyond an identification which is reasonably related to the use of such service or property on the broadcast.

(b) The licensee of each . . . broadcast station shall exercise reasonable diligence to obtain from its employees, and from other persons with whom it deals directly in connection with

any program matter for broadcast, information to enable such licensee to make the announcement required by this section.

(c) In any case where a report (concerning the providing or accepting of valuable consideration by any person for inclusion of any matter in a program intended for broadcasting) has been made to a . . . broadcast station, as required by Section 508 of the Communications Act of 1934, as amended, of circumstances which would have required an announcement under this section had the consideration been received by such television broadcast station, an appropriate announcement shall be made by such station.

(d) In the case of any political program or any program involving the discussion of public controversial issues for which any films, 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 films, 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 5 minutes' duration or less, which announcement may be made either at the beginning or conclusion of the program.

(e) THIS PARAGRAPH APPLICABLE TO TV ONLY.

The announcements required by Section 317(b) of the Communications Act of 1934, as amended, are waived with respect to feature motion picture films produced initially and primarily for theatre exhibition.

NOTE: The waiver heretofore granted by the Commission in its Report and Order of November 21, 1960, (FCC 60-1369: 25 FR 11224, Nov. 26, 1960), continues to apply to programs filmed or recorded on or before June 20, 1963.

THESE PARAGRAPHS APPLICABLE TO
AM, FM, AND TV

(e) [AM, FM], (f) [TV]. 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 (d) 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.

(f) [AM, FM], (g) [TV]. 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 (d) 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 the studios or general offices of one of the television broadcast stations carrying the program in each community in which the program is broadcast.

(g) [AM, FM], (h) [TV]. In the case of broadcast matter advertising commercial products or services, an announcement stating the sponsor's corporate or trade name, or the name of the sponsor's product, when it is clear that the mention of the name of the product constitutes a sponsorship identification, shall be deemed sufficient for the purposes of this section and only one such announcement need be made at any time during the course of the program.

(h) [AM, FM], (i) [TV]. The announcements otherwise required by Section 317 of the Communications Act of 1934, as amended, are waived with respect to the broadcast of "want ad" or classified advertisements sponsored by individuals. The waiver granted in this paragraph shall not extend to classified advertisements or want ads sponsored by any form of business enterprise, corporate or otherwise. Whenever sponsorship announcements are omitted pursuant to this paragraph the following conditions shall be observed:

(1) The licensee shall maintain a list showing the name, address, and (where available) the telephone number of each advertiser and shall

attach this list to the program log for each day's operation; and

(2) Shall make this list available to members of the public who have a legitimate interest in obtaining the information contained in the list.

(i) [AM, FM], (j) [TV]. Commission interpretations in connection with the provisions of this section may be found in the Commission's Public Notice entitled "Applicability of Sponsorship Identification Rules" (FCC 63-409; 28 F.R. 4732, May 10, 1963) and such supplements thereto as are issued from time to time.

*Broadcasts by candidates for
public office*
Sections:

73.120 (AM), 73.290 (FM), 73.657 (TV)

(a) *Definitions.* Legally qualified candidate. 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.

(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) *Inspection of records.* 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.

NOTE: See § 1.526 of this chapter.

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

(f) *Burden of proof.* 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.

SECTION IV-A

Statement of AM or FM Program Service

Name of applicant:

Call letters of station:

City and state which station is licensed to serve:

PART I

ASCERTAINMENT OF COMMUNITY 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. one exact copy of the 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 Section 73.112(c) and 73.282(c). Automatic recordings will be returned to the applicant. Exact copies of program logs will not 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).

Hours	Minutes	% of Total Time on Air
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- (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.

Title	Source	Type	Brief Description	Time Broadcast & Duration	How Often Broadcast
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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.
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 expaining 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.)

- | | Hours | Minutes | % of
Total
Time
on Air |
|--|-------|---------|---------------------------------|
| (1) News | | | |
| (2) Public Affairs | | | |
| (3) All other pro-
grams, 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:

	All Hours	6 a.m.- 6 p.m.
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- 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

- 27. 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 Commis-

sion'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

- 32. 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.

SECTION IV-B

Statement of Television Program Service

Name of applicant:

Call letters of station:

City and state which station is licensed to serve:

PART I

ASCERTAINMENT OF COMMUNITY 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) the major communities or areas which applicant principally undertakes to serve, and (2) identification of representative groups, interests and organizations which were consulted.
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.
D. Describe in Exhibit No. the procedures applicant has or proposes to have for the consideration and disposition of complaints or suggestions coming from the public.

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 Questions 1, A, B and C, above. 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. one exact copy of the 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 Section 73.670(c). Automatic recordings will be returned to applicant. Exact copies of program logs will not 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).

Table with columns: Hours, Minutes, % of Total Time on Air. Rows: (1) News, * (2) Public Affairs, * (3) All other programs exclusive of entertainment and Sports.

*Attach as Exhibit No. a brief description of each program included in these categories.

- 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 representative period 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 interest 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. (NOTE: If applicant's response includes any program described in Question 3, give title of program and refer to that Question without further details.)
- A. Title
 - B. Source
 - C. Type
 - D. Brief description
 - E. Time broadcast & duration
 - F. Number of times Broadcast
 - G. Extent, if any, to which community leaders or groups involved.
5. State below the amount of time (in hours and minutes) by *source* for programs in the composite week. (The response shall be in terms of total program time, including commercial matter.)
- | | Local | Network | Recorded |
|-----------------------|-------|---------|----------|
| 8 a.m.— 6 p.m. | | | |
| 6 p.m.—11 p.m. | | | |
| All other hours | | | |
6. 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.
7. 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.
8. Was the applicant affiliated with one or more national television networks during the past license period? Yes No If so, give name(s) of network(s)
- If applicant had more than one such affiliation which network was the principal source of network programs?
9. State the number of public service announcements broadcast by the applicant during the composite week: [.....].
10. 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 in 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

11. State the proposed total hours of operation during a typical week: [.....]
12. 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.)

			% of
			Total
			Time
	Hours	Minutes	on Air

- A. News
- B. Public Affairs
- C. All other programs, exclusive of Entertainment and Sports

13. State below the amount of time (in hours and minutes) proposed to be devoted to programs in a typical week by *source*. (The response shall be in terms of total program time, including commercial matter.)

	Local	Network	Recorded
8 a.m.— 6 p.m.			
6 p.m.—11 p.m.			
All Other Hours			

14. 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.

15. 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.

16. State the minimum number of public service announcements applicant proposes to present during a typical week: [.....].

17. Will the applicant be affiliated with one or more national television networks during the coming license period? Yes No
If so, give name(s) of network(s)
If more than one such affiliation is expected,

which, if any, does applicant now expect to be the principal source of network programs?
.....

PART IV

PAST COMMERCIAL PRACTICES

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

- A. Up to and including 8 minutes
- B. Over 8 and up to and including 12 minutes
- C. Over 12 and up to and including 16 minutes

List in Exhibit No. each segment in category D above, specifying the amount of commercial time in the segment, and the day and time broadcast.

19. 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

20. State 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 in Exhibit No. 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

21. State the name(s) and position of the person(s) who determines the day-to-day programming and 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.
22. 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 organization, a statement to that effect will suffice.)
23. State in Exhibit No. 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.
24. If, as an integral part of its station identification announcements, applicant makes or proposes to make references 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 in Exhibit No. typical examples and approximate frequency of their use.
25. A. State the total number of station employees: [.....].

B. Describe in Exhibit No. the applicant's plans for staffing the station including the number of employees in the programming, sales, technical, and general 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.")

26. State whether the applicant:

- A. Has a policy of broadcasting programs to meet public needs whether or not commercial sponsorship is available or appropriate. Yes No
- If "yes" in Exhibit No. give examples to illustrate application of station's policy during the 12 months preceding the filing of this application.
- B. Has a policy of preempting time to present special programs. Yes No
- If "yes" in Exhibit No. give examples to illustrate application of station's policy during the 12 months preceding the filing of this application.

PART VII

OTHER MATTERS AND CERTIFICATION

27. 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.
28. The undersigned has familiarized himself with paragraph 9 of the Instructions to Section IV-B concerning the signature requirements of this Section IV-B and in light of its provisions does hereby:
 - A. Acknowledge that all the statements made in this Section IV-B 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.

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Co., Inc.
Littletown,
Plainstate

date 10/6/69
time EST

Station Identification Time 1	PROGRAM TIME		PROGRAM TITLE - SPONSOR 4	Commercial Matter or Announcement		PROGRAM	
	Begin 2	End 3		Duration 5	Type 6	Source 7	Type 8
1-	8:00	9:00	RHYTHM MELODIES			REC	E
2-			James Brothers	60	✓ CM		
3-			XYZ Laundry	60	✓ CM		
4-			Alan Tires	60	✓ CM		
5-			ABC Ice Cream	30	✓ CM		
6-			Red Cross		PSA		
7-			Sureway Food	60	✓ CM		
8-			Stop-Start Driver Training School	60	✓ CM		
9-			Shady Hill Summer Theatre	60	✓ CM		
10-	8:30	8:35	NEWS HEADLINES - Country Journal	1:30	✓ CM	L	N
11-			John's Donut Shop	60	✓ CM		
12-			Blackacre Real Estate	60	✓ CM		
13-			Wright Insurance	60	✓ CM		
14-			Rong Shoe Store	60	✓ CM		
15-	9:00	9:14	JOE SMITH DEM. County Democratic Com.			L	PA-POL
16-			Cosmo Drugs	30	✓ CM		
17-		9:15	FARM REPORT Coles' Tractor Co.	3:00	✓ CM	L	A
18-		9:29	Local Notice per Sec. 1.580				
19-	9:30	9:59	LITTLE ORPHAN PUNJAB			MBS	
20-			Mechanical Reproduction Announcement		MRA		
21-	10:00	10:29	LITTLETOWN LIBRARY TOPICS			L	I-ED
22-			Petite Clothes	60	✓ CM		
23-	10:30	10:44	HEAVENLY MOMENTS - Coun. of Churches			L	R
24-			Lehi Beverage Co.	EM 20 60	✓ CM		
25-		10:45	MAN ON THE STREET Ford's Used Cars	3:00	✓ CM	L	PA
26-			John's Garage	60	✓ CM		
27-	11:00	11:24	COKE MELODIES	3:30	✓ CM	REC	E
28-			Tony's Pizzeria	60	✓ CM		
29-		11:25	MORNING HEADLINES -			L	N
30-			Sta. Promo - Sports Windup (Schmaltz Beer)	10	✓ CM		
31-	11:30	11:59	JOHN'S OTHER LIFE			MBS	
32-			Ray Hay Rep. Back Hay Com.	20	✓ CM		
33-			Weekday Religious Education		PSA		
34-	12:00	12:14	MID-DAY NEWS			MBS	
35-		12:15	AIR FORCE TUNE TIME			REC	E
36-			Air Force Recruiting		PSA		
37-	12:30		Air Force Recruiting		PSA		
On	9. Operator or Announcer <i>John Schultze</i>		Off 9:00	On 9:00	9. Operator or Announcer <i>Ronald McBeach</i>		Off
On	9. Operator or Announcer		Off	On	9. Operator or Announcer		Off

Comments: ABC Ice Cream spot was not run during Rhythm Melodies and log-keeper forgot to delete entry. *Bob West, Program Manager WXXX 10/7/69*

LOG FOLD OUT

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