

RADIO

THE FCC

(So You Can Understand It)

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The Federal Communications Commission under Chairman Richard Wiley has now come forward with one of the most significant actions in the last two decades concerning radio stations. The Commission has issued its Notice of Inquiry and Notice of Proposed Rule Making that will inquire into and no doubt lead to the adoption of a new Form 303-R to be used by all radio stations in seeking renewal of broadcast licenses. The FCC notices is both in the nature of an Inquiry and a Rule Making. The Commission has printed and issued for comments a new Form 303-R, which will be used by all radio applicants for renewal of licenses. It is interesting to note that the present FCC Form 303 contains 61 questions and is in six sections. In contrast, the proposed Form 303-R has reduced the number of questions to 33, and several of these are optional.

The following comments should help the broadcaster understand the new Form.

1. It will no longer be necessary to file separate engineering sections for auxiliary and alternate main transmitters as in the past.
2. The Balance Sheet requirement will continue as in the past.
3. New Question No. 5 requires an explanation of an applicant's "financial plans" if Current Liabilities exceed Current Assets.
4. The Ownership Report requirement will remain intact.
5. Question No. 7 of the new Form is similar to the old Form's request for citizenship information as is Question No. 8 which seeks information on the applicant's "non-broadcast interest."
6. A new Question No. 9 seeks information as to any suits or judgments concerning crimes of moral turpitude or anti-trust matters.

Engineering Questions

1. Question No. 10 still calls for the model and type number of transmitters. However, a new Question 11 requests information as to "operating consultants" for both AM and FM stations.
2. New Question No. 12 for AMs operating with directional remote control with a first-class operator continually on duty, would call for a submission of skeleton Proof of Performance measurements, as an expansion of data presently required. For AMs operating with directional remote control and less than a first-class operator continually on duty, Question No. 13 would newly require submission of the station's last two skeleton Proofs of Performance and the last partial Proof. Question No. 12 would require certain readings for directional antenna stations, as is now required.
3. Question No. 16 newly requires information on audio or radio circuits of the transmitter affecting the previously filed schematic system.

Programming

1. Question No. 20 requires a yes or no answer as to whether the station has placed in its local Public Inspection File, the information and documentation relating to its ascertainment of community needs and problems. Significantly, it is not to be filed at FCC, although the FCC cautions that this question is subject to revision depending on its current proceeding.
2. New Question No. 21 requires a station to submit what is termed "its community leader checklist" for each year of the license term. This question is also subject to revision based upon the pending FCC proceeding.
3. Question No. 22 asks only if the applicant has appropriately placed in its Local File its Annual List of Local Problems and the Typical and Illustrative Programming broadcast in response to them.
4. New Question No. 23 covers the station's (a) previously proposed programming, broken down by (1) minutes; (2) percentage of total time; (b) its Composite Week performance, in the same two breakdowns; and (c) its new Proposals, in the same two breakdowns, for a series of seven basic program categories:

1. Entertainment and Sports
2. News
3. Public Affairs
4. All Other Programs exclusive of entertainment and sports
5. Commercial Matter
6. Non-Commercial Matter
7. Public Service Announcements

The FCC has finally recognized that "All Other" programming is often very close to Public Affairs programming. Consequently, it invites specific comments as to whether these two categories should be combined into one; or whether Public Affairs and News should be so combined; or whether a new program category such as "Community Service Programs" should be used.

As previously reported, the FCC has now gone forward to propose a new definition for Public Affairs programming. There is proposed a new definition dealing with "problems" or "events," rather than "affairs," although it's not clear just what difference this would make. Hopefully, the Commission would include programs that have traditionally been categorized in the "All Other" category.

Question No. 24 requires a listing of programs included in "Public

Affairs" and "Other" broadcast during those days comprising the Composite Week.

Question No. 31 is new and asks the applicant whether the Local Public File includes an exact copy of the Program Logs for the Composite Week.

The FCC has requested comments on its accompanying proposal to delete from the Form the present question about the need for an applicant to describe any discrimination complaint filed against it and the disposition of the matter (since it may well be that such a question violates the Civil Rights Act, if not constitute an invasion of privacy). The Commission is not now calling for information as to whether the station anticipates its next year's problem-program listing will contain some other specific problems and programs not now included; but does call for a specific comment on such a proposal and may very well decide to adopt it.

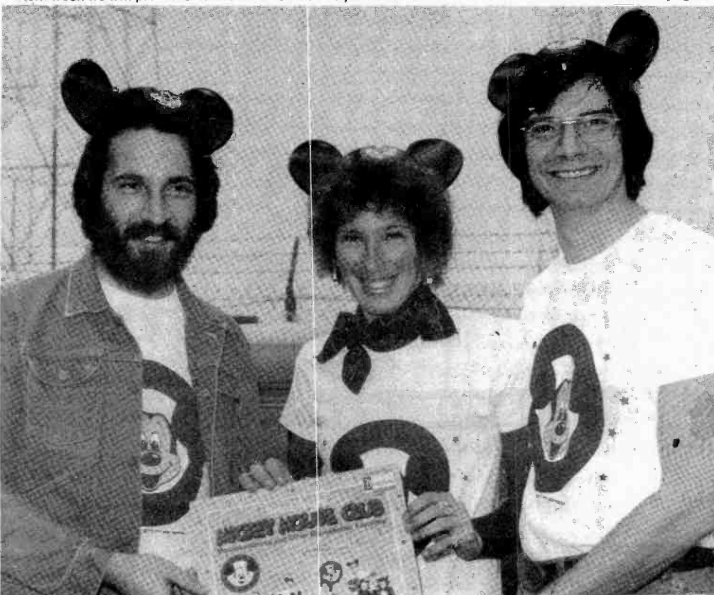
Next week we will print the new form to familiarize you with it.

RADIO NEWS

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"KYA Hijack To Tahiti" promotion. Every hour the sound effect of an airplane taking off is run on the air, contestant calls in and has to guess the destination of the airplane trip that hour from clues given throughout the hour. Prize is cash if they are correct. Several times during the promotion the airplane will be "hijacked," and when that happens contestant is hijacked with it and awarded a free trip for two to Tahiti.

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KRTH radio, Los Angeles, joined Disneyland Records in a joint promotion honoring the return of the Mickey Mouse Club. Featured in the promotion were Mickey's backpacks, including a pair of Mickey Mouse ears, an official Mickey Mouse Club badge, a supereight Disney cartoon, iron-on insignias of the Mickey Mouse Club logo, and Disneyland-Vista Record's "Mickey Mouse Club" album. Pictured left to right: Barry Ames, Disneyland-Vista Records promotions, Arlene Kaplan, KRTH promotions and Dick Bozzi, KRTH Program Director.



Wolfman Jack was the honored guest at a party at WROV-Roanoke. Wolfman sat in as a jock on the Chuck Holloway show for over an hour. TV and newspapers were there, several hundred listeners visited the station in the course of the evening along with the entire staff and their guests. Shown here are station PD Bart Prater, Wolfman and Chuck Holloway, music director for the station.