

7. The basic programing responsibility of an applicant is to show that he has made a good faith effort to determine the needs and interests of the public in his service area and to provide programing to meet those needs and interests. Applicants are required to provide full information on (i) the steps they have taken to inform themselves of the needs and interests of the area; (ii) the suggestions they have received; (iii) their evaluation of those suggestions; (iv) the programing proposed to meet the community needs as they have been evaluated. Applicants are also required to list typical and illustrative programs designed to meet community needs and to set out a specific breakdown of the amount of time to be devoted to news, public affairs and other programing exclusive of entertainment and sports. Since proposed programing and commercial plans constitute representations on which the Commission relies in deciding whether the initial grant of an application is in the public interest, a substantial departure from these representations may require a hearing on the application to renew the license of the station.

8. The past and proposed commercial practices of applicants are also reviewed. Where a licensee proposes a normally applicable commercial ceiling higher than the general industry norm and fails to make a satisfactory showing of why such a proposal is consonant with the licensee's duty to serve the public's needs and interests, the application may be set for hearing or the licensee will be asked to submit a report, after the ensuing 18 months, relating to the amount of commercial matter broadcast in excess of the industry norm during that period, and setting out any complaints received on his commercial practices.

9. The complaint file for each station is examined at renewal time and no license is renewed, without further proceedings, where the file shows that there are unresolved substantial complaints outstanding against a particular licensee. Files are also checked for evidence of operation contrary to the public interest such as the use of fraudulent advertising matter, fraudulent promotions and double-billing. A check is also made to see that each station has filed an acceptable ownership and financial report. Applications for renewal are set for hearing for a variety of reasons, e.g., for continued operation in violation of technical rules, for serious misrepresentations of fact, for failure to carry out representations as to programing and commercial service, for fraudulent contests.

Mr. BROOKS. We would like to have them. And, Mr. Chairman, could we get a brief statement from the—I guess, your research and planning? Who is handling that? Would you like for him to make a brief statement on that?

Mr. HYDE. We have here Mr. William Watkins, our chief engineer and perhaps you would like to hear from him briefly now and a further statement, if you wish, in writing.

Mr. BROOKS. That's right. And then we will go through these major program areas if we could. We would like just a brief analysis of your management, how many people in that agency, et cetera.

Mr. WATKINS. Thank you, Mr. Chairman. I have no prepared statement. I would like to make one point in clarification of some earlier discussion.

In looking at the Commission's exhibit B, the FCC organization chart, you earlier noted that the office of the chief engineer has a research division, and identified that as being perhaps equivalent to the research and planning in communications technology, which is our exhibit E, on which you just now asked for comment.

In fact, Mr. Chairman, the entire office of the chief engineer and some of the planning specialists in the other bureaus are all involved in this general program. Research and planning in communications technology is one of the phrases we have picked in connection with working out the PPB program.

Within the Office of the Chief Engineer, we have activities which deal with transmitter type acceptance and equipment type approval in