

**REQUEST FOR RECORDS DISPOSITION AUTHORITY**  
*(See Instructions on reverse)*

NATIONAL ARCHIVES and RECORDS ADMINISTRATION (NIR)  
 WASHINGTON, DC 20408

1. FROM (Agency or establishment)  
 Federal Communications Commission

2. MAJOR SUBDIVISION  
 Broadcast Bureau

3. MINOR SUBDIVISION  
 Office of Network Study

4. NAME OF PERSON WITH WHOM TO CONFER  
 Eileen Chaney

5. TELEPHONE  
 (202) 632-7513

**LEAVE BLANK (NARA use only)**

JOB NUMBER  
 NI-173-92-3

DATE RECEIVED

NOTIFICATION TO AGENCY

In accordance with the provisions of 44 U.S.C. 3303a the disposition request, including amendments, is approved except for items that may be marked "disposition not approved" or "withdrawn" in column 10.

DATE *4-8-93* ARCHIVIST OF THE UNITED STATES  
*Audrey Henshaw Peterson*

6. AGENCY CERTIFICATION

I hereby certify that I am authorized to act for this agency in matters pertaining to the disposition of its records and that the records proposed for disposal on the attached \_\_\_\_\_ page(s) are not now needed for the business of this agency or will not be needed after the retention periods specified; and that written concurrence from the General Accounting Office, under the provisions of Title 8 of the GAO Manual for Guidance of Federal Agencies

is not required;  is attached; or  has been requested.

DATE <i>11/27/92</i>	SIGNATURE OF AGENCY REPRESENTATIVE <i>William Blinn</i>	TITLE <i>Chief, Records Mgmt. Division</i>
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7. ITEM NO.	8. DESCRIPTION OF ITEM AND PROPOSED DISPOSITION	9. GRS OR SUPERSEDED JOB CITATION	10. ACTION TAKEN (NARA USE ONLY)
	<p><b>Television Network Questionnaires, 1956-58. 2 cubic feet. Unarranged. WNRC Accession Number 72-A-1986, boxes 2 (part), 10, 11 (part), 13 (part), 14 (part) 15 (part).</b></p> <p>The records in this series consist of the questionnaire responses by the National Broadcast Corporation (NBC), American Broadcast Corporation (ABC), and Columbia Broadcast System (CBS). The questionnaire was initiated to facilitate the Federal Communications Commission (FCC) study of network broadcasting. Responses address such subjects as advertising, network contracts with affiliates, and program production.</p> <p><u>Disposition.</u> PERMANENT. Transfer <del>immediately</del> to the National Archives <del>upon approval of this schedule in 1996.</del></p>		

*Copies sent to agency, NN-W, NNS, NNT, NCE, NIA 4/13/93*

- 2 **Non-Network Producer Questionnaires, 1958.** 2.5 cubic feet. Arranged in rough alphabetical order by company name. WNRC Accession Number 72-A-1986, boxes 17, 18, 19 (part).

These records are the questionnaire responses of independent production companies including Warner Brothers, Walt Disney as well as less well known producers. The questionnaire was initiated to facilitate the FCC study of radio and network broadcasting. Information provided includes ownership and capital structure as well as management and production facilities information.

Disposition. PERMANENT. Transfer ~~immediately~~ to the National Archives ~~upon approval of this schedule.~~ <sup>in 1996.</sup>

- 3 **Administrative Records, 1956-59.** 1 cubic foot. WNRC Accession Number 72-A-1986, box 20.

These records consist of drafts of questionnaires and form letters, as well as lists of those companies being questioned and subpoenas issued. These are non-decision making papers related to the day-to-day administration of the network study.

<sup>in 1996.</sup>  
Disposition: DESTROY ~~IMMEDIATELY~~ upon approval ~~this schedule~~

- 4 **Docket Files, 1958-62.** 5 cubic feet. Arranged by Docket number and thereunder by subject. WNRC Accession Number 72-A-1986, boxes 3 (part), 4, 5, 6 (part), 7 (part), 8, 9.

These are case files for two dockets related to the Office of Network Study's examination network broadcasting. Docket 12782 concerns hearings which took place between September 5-22, 1961. Its files include copies of statements, newspaper clippings, and background statistics on specific program advertisers. Docket 12285 concerns the relationship between networks and affiliates. Records include "exhibits" of materials submitted by the networks, printed reports of proceedings and statements of witnesses from both the network and affiliates.

Disposition. PERMANENT. Transfer ~~immediately~~ to the National Archives ~~upon approval of this schedule.~~ <sup>in 1996.</sup>

- 5 **Records Relating to FCC Interviews, 1956-58.** 1 cubic foot. Unarranged. WNRC Accession Number 72-A-1986, boxes 11 (part), 13 (part), 14 (part), 15 (part), 21 (part).

Included in this series are the transcripts and accompanying papers of Office staff interviews with network executives from ABC, CBS, and NBC. Accompanying papers include network marketing publications and numbered exhibits.

Disposition. PERMANENT. Transfer ~~immediately~~ to the National Archives ~~upon approval of this schedule.~~ in 1996.

- 6 **Network Affiliate Agreements Files, 1953-1957.** 1.5 cubic feet. Unarranged. WNRC Accession Number 72-A-1986, box 1.

This series consists of information concerning contractual agreements between the three major networks (NBC, CBS, and ABC) and affiliated stations. The records include copies of contracts submitted by CBS and compiled information concerning like agreements with NBC and ABC.

Disposition. PERMANENT. Transfer ~~immediately~~ to the National Archives ~~upon approval of this schedule.~~ in 1996.

- 7 **Reference Files, 1955-1962.** 6 Cubic Feet. Unarranged. WNRC Accession Number 72-A-1986, parts of boxes 6, 11, 12, 13, 14, 15, 16, 19, 21, 22.

This series consists of records provided to the Office by the three major networks in the course of the Network Broadcast Study. Records include network produced publications such as marketing plans and annual reports, transcripts of speeches given by various network executives, correspondence, and financial information. All of these records are supplemental to information supplied for the questionnaires.

Disposition. PERMANENT. Transfer ~~immediately~~ to the National Archives ~~upon approval of this schedule.~~ in 1996.

8 Interview Audio Tape, 1961. 1 ~~cubic~~ inch. WNRC  
Accession Number 72-A-1986, box 10 (part).

This tape contains an interview with Fred Kline, Executive Vice President of Walter E. Kline and Associates, a public relations firm. This consists of routine questions by the Office concerning the firms role in television advertising.

Disposition. PERMANENT. Transfer ~~immediately~~ to the National Archives ~~upon approval of this schedule.~~ in 1996.