



NEWS

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This is an unofficial announcement of Commission action. Release of the full text of a Commission order constitutes official action.
See MCI v. FCC, 515 F 2d 385 (D.C. Circ 1974).

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FCC MOVES TO MODERNIZE BROADCAST CONTEST RULE FOR ONLINE ACCESS

Proposed rule would allow broadcasters to substitute current, on-air disclosure with online notification

Washington, D.C. – The Federal Communications Commission today issued a Notice of Proposed Rulemaking that would update its broadcast Contest Rule to reflect how consumers obtain information in the 21st Century.

Today, the Contest Rule requires broadcasters to disclose important contest information fully and accurately, and to conduct contests substantially as announced. The proposed change would allow broadcast stations to meet their disclosure obligation by providing contest information over the air, as they do today, or by posting that information on an Internet website.

The Notice also proposes to adopt rules defining the disclosure requirements for broadcasters who choose to satisfy their obligation through an Internet website. Among other things, they would be required to announce the website address where their contest information can be found each time they mention a contest over the air.

The FCC is initiating this proceeding to respond to the dramatic changes that have occurred in the way Americans obtain information since the Contest Rule was adopted almost four decades ago. The proposed changes would give broadcast stations more flexibility to fully comply with the Contest Rule. The changes would also give consumers a more convenient way to access and understand important contest rules normally aired through television and radio advertisements.

Action by the Commission November 21, 2014, by Notice of Proposed Rulemaking (FCC 14-184). Chairman Wheeler, Commissioners Clyburn, Rosenworcel, Pai and O’Rielly. Chairman Wheeler, Commissioners Clyburn, Rosenworcel, Pai and O’Rielly issuing statements.

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