

**STATEMENT OF  
COMMISSIONER MIGNON L. CLYBURN**

Re: *Amendment of Section 73.1216 of the Commission's Rules Related to Broadcast Licensee-Conducted Contests*, MB Docket No. 14-226.

1976 was a pretty eventful year in the United States. The nation marked the Bicentennial of the American Revolution with a scores of observances and festivities, culminating on Sunday, July 4<sup>th</sup>, with the 200<sup>th</sup> anniversary celebration of the signing of the Declaration of Independence.

In our nation's capital, the Metro System would open its doors; Texas-state lawmaker Barbara Jordan, the first southern African American female elected to the U. S. House of Representatives, made history by keynoting a political convention; The Homebrew Computer Club, a group of hackers and entrepreneurs, met in Silicon Valley; two gentlemen named Steve, designed the First Apple Computer – "Apple I"; Rocky – the original Rocky – was released in theaters; and FCC Chairman Dick Wiley announced that the major networks would launch a family hour in the Fall, while the country jammed to Wild Cherry's "Play that Funky Music" and K.C. and the Sunshine Band's "Shake, Shake, Shake."

Making less news that year, was the FCC's adoption of its Contest Rule, requiring the disclosure of material contest terms over the air by radio and television broadcasters. That rule and the manner in which its obligations informed the public, were in sync with the information consumption patterns of forty years ago. Today, those patterns are as different and as varied as the platform options at our disposal.

Today's Report and Order brings our Contest Rules up to date with how the public accesses and consumes information today, gives broadcasters the flexibility to disclose their contest terms online, and outlines reasonable guidelines that largely enjoy a consensus in the record, for online disclosures.

And to those participating in the many contests and promotions sponsored by these stations, the days of trying to understand that announcer speaking at a mile a minute will be few and the opportunity to learn and interpret for yourselves the rules for winning concert tickets, dining experiences and cash prizes will be available on line even after the promotion ends.