

FCC 62-272

16887

PUBLIC NOTICE B

March 9, 1962

BEFORE THE

**FEDERAL COMMUNICATIONS COMMISSION**

WASHINGTON, D.C. 20554

**BROADCAST LICENSEES WARNED AGAINST ENGAGING  
IN DOUBLE BILLING**

The Commission has received complaints that some broadcast stations have been engaging in the practice of double billing, i.e., submitting to a local advertiser 2 bills, 1 in the amount agreed upon for advertising material broadcast, the other in a larger amount to be submitted by the local advertiser to a manufacturer or national advertiser to support a claim for reimbursement pursuant to a cooperative advertising agreement. The issuance of the 2nd false bill is part of a scheme to defraud the manufacturer or national advertiser.

The engaging in the practice by broadcasters, without whose participation the scheme to defraud could not be carried out, is reprehensible in itself. Further, it usually involves the use of the mails to defraud, and in many cases also involves unfair competition with other stations and other advertising media in the community that do not engage in the practice.

It is called to the attention of licensees that, independent of penalties that may be imposed elsewhere, the Commission regards the practice as contrary to the public interest, and that appropriate proceedings will be instituted in all cases where evidence of double billing by licensees is found to exist.

Adopted March 7, 1962.