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**For Immediate Release**

**FCC MODERNIZES BROADCAST CONTEST RULE FOR ONLINE ACCESS**

*Action allows broadcasters to choose on-air or on-line notification*

WASHINGTON, September 17, 2015 – The Federal Communications Commission today adopted rules that allow broadcasters to disclose contest rules online as an alternative to broadcasting them over the air. Adopted in 1976, the Contest Rule requires broadcasters to disclose important contest information fully and accurately, and to conduct contests substantially as announced.

Today’s rule change preserves these requirements, but modernizes how broadcast stations can meet their disclosure obligation by announcing their contest terms over the air or by posting that information on an Internet website. The Order also adopts related implementing rules, including the requirement that broadcasters periodically announce over the air the website address where their contest rules can be found.

The FCC began this rulemaking in response to the dramatic changes that have occurred in the way Americans obtain information since the Contest Rule was adopted almost four decades ago. The rule changes give broadcast stations more flexibility in the way they comply with the Contest Rule, and give consumers a more convenient way to obtain contest information normally aired through television and radio advertisements.

Action by the Commission September 17, 2015, by Report and Order (FCC 15-118). Chairman Wheeler, Commissioners Clyburn, Rosenworcel, Pai and O’Rielly. Chairman Wheeler, Commissioners Clyburn, Pai and O’Rielly issuing statements.

MB Docket No. 14-226

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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).*