



which are merely descriptive of the product sold and which do not constitute the name of the manufacturer or seller of goods, or the trade or brand of the goods sold would not comply with §317, *supra*. This is true even where such descriptive terms have been adopted by the selling agency as a convenient method for direct radio merchandising of the products of any company. In all cases the public is entitled to know the name of the company it is being asked to deal with, or at least, the recognized brand name of his product.

The Commission must insist upon full compliance at all times with the above quoted provisions of the statute. Therefore, all licensees are requested to make certain that in making station announcements of sponsored programs that these announcements fully and fairly disclose the true identity of the sponsor or his product. Any station which is presently not fully complying with the requirements of the rule, as set forth above, should take immediate steps to bring its announcements into line with this notice.

It is also pertinent to point out that the mandate of §317 of the Act applies with equal force to political broadcasts. Sections 3.189 (b), 3.289 (b), 3.689 (b) and 3.789 (b) of the Commission's Rules and Regulations, which apply to Standard, FM, Television and International broadcast stations, respectively, spell out the requirements with respect to announcements in connection with political broadcasts. Section 3.189 (b), which is substantially identical with the other sections provides:

In the case of any political program or any program involving the discussion of public controversial issues for which any records, transcriptions, talent, scripts, or other material or services of any kind are furnished, either directly or indirectly, to a station as an inducement to the broadcasting of such program, an announcement shall be made both at the beginning and conclusion of such program on which such material or services are used that such records, transcriptions, talent, scripts, or other material or services have been furnished to such station in connection with the broadcasting of such program: *Provided, however,* That only one such announcement need be made in the case of any such program of five minutes' duration or less, which announcement may be made either at the beginning or the conclusion of the program.

Section 3.189 (d) of the Commission's Rules and Regulations, which is substantially identical with §§3.289 (d), 3.689 (d) and 3.789 (d), further provides that:

In the case of any program, other than a program advertising commercial products or services, which is sponsored, paid for or furnished, either in whole or in part, or for which material or services referred to in subsection (b) hereof are furnished, by a corporation, committee, association or other unincorporated group, the announcement required by this section, shall disclose the name of such corporation, committee, association or other unincorporated group. In each such case the station shall require that a list of the chief executive officers or members of the executive committee or of the board of directors of the corporation, committee, association or other unincorporated group shall be made available for public inspection at one of the radio stations carrying the program.

The attention of station licensees is called to the requirements of the Act and the Commission's Rules for the making of adequate announcements when political broadcasts are made. The announce-

ments that must be made in this and other like situations will, of course, depend on the particular facts in each case but appropriate steps should be taken to comply with the spirit as well as the letter of the Act and the Rules in order that the listening public will be fully and fairly given the information required by the Act and the Rules.

40 F.C.C.