

FCC 62-592

**BEFORE THE
FEDERAL COMMUNICATIONS COMMISSION**

WASHINGTON, D.C. 20554

In re
BROADCASTERS WARNED AGAINST "TEASER" OR
"COME-ON" SPOTS WHERE NEITHER SPONSOR
NOR SPONSOR'S PRODUCT IS ANNOUNCED } Public Notice—B

(June 1, 1962)

The Commission has recently received complaints that broadcast stations in various sections of the country are participating in "teaser" advertising campaigns despite previous admonitions as to their illegality. A "teaser" is in essence a short and succinct announcement utilizing catch words, slogans, symbols, etc., designed to arouse the curiosity of the public as to the identity of the advertiser or product, which is to be revealed in subsequent announcements.

The attention of all stations is called to the provisions of Section 317 of the Communications Act of 1934, as amended, and Sections 3.119, 3.259, and 3.654 of the Commission's Rules and Regulations. The pertinent part of Section 317 of the Act is quoted below:

Section 317. (a) (1) All matter broadcast by any radio station for which any money, service or other valuable consideration is directly or indirectly paid, or promised to or charged or accepted by, the station so broadcasting, from any person, shall, at the time the same is so broadcast, be announced as paid for or furnished, as the case may be, by such person * * *

Therefore, stations which broadcast paid announcements which do not adequately reveal the identity of the sponsor are in direct violation of this section of the Act and the Rules. In addition, there may be a falsification in the maintenance of the program log to indicate thereon that such sponsorship announcement was made as required by Sections 3.111(a) (3), 3.281(a) (3), and 3.663(a) (3) of the Rules.

The Commission considers such violations to be a serious matter, subject to liability for forfeiture, and take this opportunity to warn all stations accordingly.