

I am opposed to petitioner Radio Broadcasters Coalition's request to alter the rules concerning sponsorship identification requirements. Their request, if approved, will all but guarantee the return of so-called "payola." Not all radio listeners have access to the world wide web. Of those who do, the vast majority will never go on-line to search for sponsorship identification information. Obviously, it would not be possible to do so prior to any particular item being broadcast, because the searcher has no way of knowing in advance what is going to be broadcast.

A better idea would be to retain the existing requirement that sponsorship ID be broadcast in advance of the material, AND that such information be maintained in a searchable database on-line by the broadcast licensee.