

Why does the FCC allow Facebook and et. al (social networks)to conduct lotteries on the Internet? If a broadcaster wants to promote a contest, whether in a paid commercial or as a station promotion, he or she has to answer the three lottery law questions. 1. Is a prize being offered? 2. Is ther chance involved in the selection of the winner (i.e. drawing a ticket)? 3. Does the consumer have to buy something to enter the contest? (This is called "consideration by the FCC). So why must I consider subscribing to or joining a social network to enter a contest?