

**Before the
FEDERAL COMMUNICATIONS COMMISSION
Washington, D.C. 20554**

In the Matter of)	
)	Docket No.
Entercom Communications Corp.)	RM-11684
Petition to Amend Section Sec. 73.1216)	
Licensee-Conducted Contests)	

COMMENTS OF RADIO ONE, INC.

Radio One, Inc. (“Radio One”) submits these comments in response to the Commission’s public notice seeking comment on the *Petition for Rulemaking* submitted to the Commission by Entercom Communications Corp. (“Entercom”) in the above-captioned matter.

The notion that the typically fast-paced, robotic narration of material contest terms over the airwaves is the only way for broadcasters to fulfill their obligation to inform listeners about those material contest terms makes Section 73.1216 of the Commission’s regulations (the “Contest Rule”), in its current form, impractical and unduly burdensome to broadcasters and listeners alike.

Accordingly, Radio One fully supports Entercom’s request for the Commission to amend the Contest Rule to allow broadcasters to refer listeners to both material and non-material contest terms that are posted accurately, conveniently, and in detail online, rather than announcing the material terms over the air.

Radio One is an urban-oriented, multi-media company with a radio broadcasting business that spans across 55 stations located in 16 urban markets in the United States. Radio One’s stations regularly air contests to give their listeners opportunities to win prizes. Each of Radio

One's broadcast stations also has an online presence where listeners may at any time obtain in-depth information about that station's contests. Unfortunately, under the current version of the Contest Rule, Radio One stations must also regularly announce on the air the material terms of the contests the stations are conducting, a requirement that causes confusion for the listeners with little, if any, benefit to them, and at the same time causes programming frustrations for the stations.

Radio One understands that the Commission established the Contest Rule to protect listeners from false, deceptive and misleading contest descriptions. However, with today's communication technologies a more effective way to implement the Commission's objective would be to ensure that listeners have access to a written form of the material contest terms, instead of subjecting listeners to random (and often hurried) on-air narrations that might not be understood and might not even be heard. Making such a change would be particularly beneficial in circumstances involving contests with complex or lengthy material terms.

Radio One concurs with Entercom's assertion that the Contest Rule, in its current form, is archaic in light of the significant advances in technology that have occurred in the nearly four decades since the Contest Rule was first adopted. Indeed, the internet has become an increasingly vital and preferred source for Americans to obtain information and even listen to music. According to the U.S. Census Bureau, more than 80% of U.S. households had internet access as of 2010, and that figure is likely to only increase. Notably, the Commission has even produced a National Broadband Plan, which lays out a roadmap for improving and expanding broadband internet access throughout the United States. Consistent with this evolution in communications technology and the approaching universal availability of internet access to station listeners, it certainly seems reasonable to allow broadcasters to publish material contest

terms in a written format online, where the listening public may easily access them, on demand and in complete form, instead of relying on periodic on-air announcements of the material terms.

The proposed amended Contest Rule would also afford radio broadcasters the opportunity to disclose the rules to their contests in a manner that does not disadvantage radio broadcasters in comparison to how television broadcasters are permitted to disclose their contest rules. As noted in Entercom's petition, television broadcasters may publish material contest rules for viewers to read on the screen at the same time that the contest is being broadcast, whereas radio broadcasters must modify and noticeably interrupt the flow of their programming and provide additional air-time to accommodate the announcements of the material contest terms.

Thus, under the current rule, radio broadcasters risk losing listeners who would rather change the dial to hear music or other programming at a different station than hear a litany of the material terms of a contest being read to them on air. This interruption of programming flow is significant because in an industry where broadcasters depend on listener ratings for their advertising sales, radio broadcasters cannot afford to lose any listeners, particularly where the radio industry faces increased competition from new technologies, and also where better alternatives are now available for delivering contest rule details to radio's listeners.

Accordingly, and for the reasons set forth above, Radio One encourages the Commission to amend the Contest Rule to allow broadcasters to at least have the option of referring listeners

to a written form of the material contest terms and providing those material contest terms in written form online and, by request, via electronic mail, facsimile, mail or in-person.

Respectfully Submitted,



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December 20, 2012