



Barry J. Ohlson

Vice President, Regulatory Affairs
Public Policy Office

December 20, 2012

VIA ECFS

Marlene H. Dortch
Secretary
Federal Communications Commission
445 12th Street, S.W.
Washington, DC 20554

Re: Entercom Communications Corp. Petition for Rulemaking; RM-11684

Dear Ms. Dortch:

On November 20, 2012, the FCC requested comment on a Petition for Rulemaking (the "Petition") filed by Entercom Communications Corp. ("Entercom") on January 20, 2012. Entercom's Petition requests the initiation of a proceeding to amend Section 73.1216 of the Commission's Rules, 47 C.F.R. § 73.1216 (the "Contest Rules"), which governs contests conducted by broadcast stations. Cox Enterprises, Inc., on behalf of Cox Media Group (collectively "Cox"), fully supports Entercom's request that the Commission initiate a proceeding to consider changes to the Contest Rules.

As Entercom notes, the Contest Rules were created in, and for, a media environment that no longer exists. In 1976, when the Contest Rules were crafted, the Internet as we know it did not exist. Today, as the Commission recognized in its recent order moving television stations' public inspection files online, "[t]he Internet is an effective and low-cost method of maintaining contact with, and distributing information to, broadcast viewers."¹ For the same reasons advanced by the FCC in its online file proceeding, allowing broadcasters to post contest rules online in lieu of requiring rules to be read or viewed during broadcasts, would afford the public ample opportunity to access those rules while reducing the burden on broadcasters – and on viewers and listeners – imposed by the current Contest Rules.

Indeed, as a coalition of state broadcasters associations has noted, revisions to the Contest Rules along the lines of those proposed by Entercom would ensure the broadcast audience would have immediate, round-the-clock access to the terms and conditions relating to broadcast contests.² Potential contest participants would be able to read, re-read, and consider the rules at their own pace.

¹ Standardized and Enhanced Disclosure Requirements for Television Broadcast Licensee Public Interest Obligations, *Second Report and Order*, 27 FCC Rcd 4535, 4542, ¶ 13 (2012).

² Named State Broadcasters Associations, Joint Comments in Support of Petition for Rulemaking, RM-11684, at 4-5 (filed Dec. 13, 2012).

In Cox's experience, the current Contest Rules impose a real burden on broadcasters. Cox spends significant amounts of money on legal review to ensure that the terms of the contests its stations conduct comply with all applicable laws. Potential contest participants would be better served by reviewing these full terms and conditions rather than fleeting on-air summaries of the material terms. Moreover, a requirement to provide complete terms to potential participants online or on request would provide broadcasters clear guidance on the steps necessary for compliance. Under the current Contest Rules, stations often must consult counsel for guidance on whether a particular term is "material" or how often "periodic" announcements must be made. Cox would prefer to avoid on-air "clutter" that these fleeting announcements represent to audience members that may have no intention of participating in a particular contest, instead focusing its programming, and its resources, on better serving the public.

For these reasons, Cox urges the Commission to initiate a rulemaking proceeding for the purpose of amending Section 73.1216 of the Commission's Rules.

Respectfully submitted,

/s/
Barry Ohlson
Vice President, Regulatory Affairs
Cox Enterprises, Inc.

Certificate of Service

The undersigned hereby certifies that a copy of the foregoing document was deposited in the United States Mail, first-class postage prepaid, and addressed as follows:

John C. Donlevie
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Entercom Communications Corp.
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This, the 20th day of December, 2012.

_____/s/_____
Catherine Capotosto
Cox Enterprises, Inc.