

The following is the CLD rule on station ID's which the above rule replaced on 12/15/72. It is reprinted here for comparison only, and you are cautioned that it is no longer in effect. Its key provisions, deleted completely in the new rule in favor of the phrase "as close to the hour as feasible," include the provision for late ID's during ball games and live music presentations, and for ID's up to 15 minutes late during proof-of-performance tests. This rule, in turn, had replaced a rule in Jan. 1970 which allowed 5 minutes leeway on ID's during sports broadcasts.

THE NEW (DEC. 1972) STATION ID RULE To kick off our FCC rule reprints, let's give you the FCC version of perhaps the most important rule to any DXer: the rule requiring regular station ID's. As you know, they were required to be given on the hour and half-hour until Dec. 15, 1972. At that time a newer, simplified rule went into effect, requiring ID's only on the hour. The new rule is reprinted here. You may find it interesting that legal ID's are required at s/on and s/off as well as on the hour. In fact, a legal ID is the only information required at s/on-s/off time, and most DXers are glad to get other info that broadcasters put in by tradition - power, frequency, licensee, address, etc. You see, things could be worse!

Subpart H—Rules Applicable in Common to Broadcast Stations
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§ 73.1001 Applicability.

(a) Except where they expressly provide otherwise, the rules in this Subpart H apply in common to all standard, FM and television broadcast stations, both commercial and noncommercial.

(b) When expressly so provided in the separate rules governing stations in other broadcast services, designated rules in this Subpart H apply also to:

- International Broadcast Stations—Subpart F of this part.
- Television Broadcast Translator Stations—Subpart G of Part 74 of this chapter.
- Television Broadcast Booster Stations—Subpart H of Part 74 of this chapter.

(c) References in this Subpart H to "station(s)", "broadcast station(s)", "licensee(s)" or "broadcast licensee(s)" shall be construed accordingly.

(d) "Licensee" includes the holder of a construction permit.

§ 73.1201 Station identification.

(a) *When regularly required.* Broadcast station identification announcements shall be made: (1) At the beginning and ending of each time of operation, and (2) hourly, as close to the hour as feasible, at a natural break in program offerings. Television broadcast stations may make these announcements visually or aurally.

(b) *Content.* (1) Official station identification shall consist of the station's call letters immediately followed by the name of the community or communities specified in its license as the station's location.

(2) When given specific written authorization to do so, a station may include in its official station identification the name of an additional community or communities, but the community to which the station is licensed must be named first.

(3) A licensee shall not in any identification announcements, promotional announcements or any other broadcast matter either lead or attempt to lead the station's audience to believe that the station has been authorized to identify officially with cities other than those permitted to be included in official station identifications under subparagraphs (1) and (2) of this paragraph.

Note: Commission interpretations of this paragraph may be found in a separate Public Notice issued Oct. 30, 1967, entitled "Examples of Application of Rule Regarding Broadcast of Statements Regarding a Station's Licensed Location" (FCC 67-1132; 10 FCC 2d 407).

(c) *Channel.*—(1) *General.* Except as provided in subparagraph (2) of this paragraph, in making the identification announcement the call letters shall be given only on the channel of the station identified thereby.

(2) *Simultaneous AM-FM broadcasts.* If the same licensee operates an FM broadcast station and a standard broadcast station and simultaneously broadcasts the same programs over the facilities of both such stations, station identification announcements may be made jointly for both stations for periods of such simultaneous operation. If the call letters of the FM station do not clearly reveal that it is an FM station, the joint announcement shall so identify it.

§ 73.1201(a) amended and pars. (d), (e) and (f) deleted eff. 12-15-72; III (72)-7

§ 73.1201 Station identification.

(a) *When regularly required.* Broadcast stations shall announce station identification: (1) At the beginning and ending of each time of operation, and (2) regularly, during operation, within 2 minutes of each hour. Standard, FM, and noncommercial educational FM broadcast stations shall, additionally, announce station identification regularly within 2 minutes of each half hour. Television broadcast stations may make these announcements either visually or aurally.

(b) *Content.* (1) Official station identification shall consist of the station's call letters immediately followed by the name of the community or communities specified in its license as the station's location.

(2) When given specific written authorization to do so, a station may include in its official station identification the name of an additional community or communities, but the community to which the station is licensed must be named first.

(3) A licensee shall not in any identification announcements, promotional announcements or any other broadcast matter either lead or attempt to lead the station's audience to believe that the station has been authorized to identify officially with cities other than those permitted to be included in official station identifications under subparagraphs (1) and (2) of this paragraph.

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(d) *Program interruption.* Licensees shall, in general, arrange their programming so as to permit the broadcast of station identification announcements at the regular times prescribed in paragraph (a) of this section without undue disruption of program continuity. Subject to this requirement, a station identification announcement need not be presented at the time it is regularly required, if to do so would objectionably break program continuity essential to the value of the program to the audience. However, program continuity is deemed to be broken, and therefore an announcement is required, if during the 4-minute period in which an announcement is regularly due there is presented any nonprogram matter, such as commercial, public service or promotional announcements. While there may be exceptions, normally program continuity is also deemed to be broken, and an identification announcement is required, if during the 4-minute period there occurs the end of a regular period in a sports event being broadcast (e.g., round, quarter, or half inning), the end of an act in a dramatic or variety program, the intermission of a live concert, opera, recital, or other musical performance presented live in its entirety (presented simultaneously or by rebroadcast), or the end of any other musical selection.

(e) *Deferred station identification.* (1) If a station omits a regular station identification announcement as permitted under paragraph (d) of this section, it shall broadcast a deferred station identification announcement at the next opportunity when it can be presented without objectionably breaking program continuity essential to the value of the program to the audience. Such opportunity is deemed to occur, at the latest, when any of the material or events mentioned in paragraph (d) of this section is presented or occurs.

(2) If no opportunity for an announcement (as defined in subparagraph (1) of this paragraph) occurs after a regular station identification is omitted, a deferred station identification shall be broadcast promptly at the end of the program unless the next regular station identification is broadcast within 5 minutes after the program ends.

(f) *Equipment performance measurements.* Station identifications falling due during equipment performance measurements may be deferred up to a quarter of an hour.