



FCC Documents to be Maintained Public Inspection File

Sponsorship Identification

All necessary records will be kept in this public file as required by Part § 76.1700 of the FCC Rules and Regulations.

§76.1700 Records to be maintained by cable system operators.

(a)(9) Sponsorship identification. Whenever sponsorship announcements are omitted pursuant to §76.1615(f) of Subpart T, the cable television system operator shall maintain a list in accordance with §76.1715

§76.1715 Sponsorship identification.

Whenever sponsorship announcements are omitted pursuant to §76.1615(f) of subpart T, the cable television system operator shall observe the following conditions:

- (a) Maintain a list showing the name, address, and (where available) the telephone number of each advertiser;
- (b) Make this list available to members of the public who have a legitimate interest in obtaining the information contained in the list.

§76.1615 Sponsorship identification.

(f) The announcement otherwise required by this section is waived with respect to the origination cablecast of “want ad” or classified advertisements sponsored by an individual. The waiver granted in this paragraph shall not extend to a classified advertisement or want ad sponsorship by any form of business enterprise, corporate or otherwise.