



# NEWS

## National Association of Broadcasters

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FCC IS ATTEMPTING TO REGULATE ADVERTISING  
THROUGH ITS FAIRNESS DOCTRINE, STONE SAYS

RALEIGH, N.C., Feb. 9. -- Charles M. Stone, vice president for radio of the National Association of Broadcasters, said today the Federal Communications Commission's application of its Fairness Doctrine to cigarette advertising is an attempt "to regulate advertising in a manner contrary to the wishes of Congress and existing laws."

If the Commission is consistent in its interpretation of the Doctrine, he said, there is no limit to the number of products advertised on radio and television which would require the presentation of contrasting views.

He also warned that while broadcasters are fighting the FCC's action in court, other advertising media "face the potential imposition of like restrictions by Congress or one of its regulatory arms."

Addressing a dinner meeting of the 16th Annual North Carolina Farm Press, Radio and Television Institute here, Mr. Stone said that if the FCC persists in following its decision, "it is entering a bureaucratic labyrinth from which no one, including it, will ever likely find an exit again."

He said "this is an area in which the Commission has no expertise and no legitimate standing."

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