

TITLE 128
LEGISLATIVE RULES
WEST VIRGINIA BOARD OF REGENTS

SERIES 3
BROADCAST ADVERTISING

§128-3-1. General.

1.1. Scope. -- This rule establishes policy on broadcast advertising on Board controlled broadcast media.

1.2. Authority. -- W. Va. Code §18-26-8 ..

1.3. Filing Date. -- July 15, 1983

1.4. Effective Date. -- September 13, 1983

§28-3-2. Policy.

Effective this date, commercial advertising time on all Board of Regents' controlled broadcast media programming shall be limited to the sale of standard product commercials which are designed to advocate or promote the sale of a product or services. This policy shall have no application outside the broadcast media.