Gaming / Lottery Broadcasting Rules

There are four types of gaming activities that are legal to advertise in Missouri.

- The Missouri State Lottery
- State Licensed Casinos operating in or along the waterways in Missouri
- Charitable gaming for certain 501-C organizations provided that the proceeds are used to further the purposes of the non-profit organization.
- Gaming activities conducted in other states provided these gaming activities are legal within the state where they are being conducted.

As a general rule there are no copy restrictions when advertising gaming activity associated with any of the above. Provided that any statements are truthful and represent the facts as they exist. As with any product or service, untruthful or misleading advertising is always illegal.

In recent years, two new areas of gaming have developed which could create legal liability if advertised on your station.

- Internet gaming
- Off-shore or gaming activities conducted in foreign countries.

There is disagreement as to whether existing laws permit advertising for the above. Stations are strongly advised to consult with counsel before accepting advertising for either of these two areas.

Please contact the MBA Legal Hotline or the MBA office for further guidance.

This information is not intended to serve as legal advice. It is a guide to be used by the reader as an aid in determining commercial and programming guidelines. Should any question arise regarding legal interpretation pertaining to a particular problem, you are advised to consult your attorney.