



PUBLIC NOTICE

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Media Bureau Announces the Effective Date of the Television Joint Sales Agreement Attribution Rule

On April 15, 2014, the Commission released a Report and Order in the *2014 Quadrennial Regulatory Review – Review of the Commission’s Broadcast Ownership Rules and Other Rules Adopted Pursuant to Section 202 of the Telecommunications Act of 1996*.¹ In the *Report and Order*, the Commission adopted an attribution rule for television joint sales agreements (“JSAs”), establishing that same-market television JSAs for more than 15 percent of the weekly advertising time for the brokered station are to be counted toward the brokering station’s ownership totals, just as the Commission has long done with respect to radio stations. To avoid disruption of current business arrangements, the *Report and Order* provided a two-year compliance period — from the effective date of the *Report and Order* — for parties to same-market JSAs in existence as of the release date whose attribution results in a violation of the broadcast ownership limits to come into compliance with the broadcast ownership rules. The effective date of the *Report and Order* is 30 days after publication of the text or summary thereof in the Federal Register.²

By this *Public Notice*, the Media Bureau announces that the *Report and Order* was published in the Federal Register on May 20, 2014.³ Accordingly, the effective date of the television JSA attribution rule is June 19, 2014, and the two-year compliance period will end on June 19, 2016.

For additional information on this proceeding, contact Hillary DeNigro, Hillary.DeNigro@fcc.gov, or Benjamin Arden, Benjamin.Ardens@fcc.gov, of the Industry Analysis Division, Media Bureau, at (202) 418-2330. Press inquiries should be directed to Margo Domon-Davenport, (202) 418-2949. TTY: (202) 418-7172 or (888) 835-5322.

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¹ Further Notice of Proposed Rule Making and Report and Order, MB Docket No. 14-50, FCC 14-28 (rel. Apr. 15, 2014) (“*Report and Order*”).

² Form changes and filing requirements that require approval by the Office of Management and Budget (“OMB”) will become effective on the effective date announced in the Federal Register notice announcing OMB approval.

³ *2014 Quadrennial Regulatory Review*, 79 Fed. Reg. 28995 (May 20, 2014).