

Communications

August 5, 2008

FCC Releases Updated Version of “The Public and Broadcasting”

by Richard R. Zaragoza, Paul A. Cicelski and Christine Reilly

In July 2008, the FCC released the latest edition of “The Public and Broadcasting” manual, its second update in three months.

On January 24, 2008, the Commission released its Report on Broadcast Localism which discussed, among other items, the Commission’s policy goals for creating a more responsive relationship between broadcasters and their local communities. In that Report, the Commission stated that there “was a substantial need for greater public understanding of broadcaster obligations, including serving the needs of the local community.” In its campaign to increase public awareness, the Commission proposed to update its own publication, “The Public and Broadcasting”, which is “designed to assist audiences in scrutinizing local stations’ localism performance....” In response to that proposal, the Media Bureau released a revised edition of “The Public and Broadcasting” manual in April 2008.

In July 2008, the FCC further revised the Manual to address issues with regard to the Digital TV Transition.

In accordance with the Commission’s commercial and non-commercial station public inspection file rules, Sections 73.3526(e)(8) and 73.3527(e)(7) respectively, applicants for new stations, permittees, and licensees must maintain a copy of the current version of “The Public and Broadcasting” manual in their station’s public inspection file and must provide a copy of the manual to members of the public at no charge. Accordingly, the April edition of the manual should be replaced by the July edition.

A copy of the manual can be downloaded from the Commission’s website at the following web address:
http://www.fcc.gov/mb/audio/decdoc/public_and_broadcasting.pdf.

Live Link

The Public and Broadcasting: How to Get the Most Service from Your Local Station; The Media Bureau; Federal Communications Commission; Revised July 2008 (PDF, 33 pages)

For a copy of the Manual or further information, please contact:

Richard R. Zaragoza **(bio)**
Washington, DC
+1.202.663.8266
richard.zaragoza@pillsburylaw.com

Paul A. Cicelski **(bio)**
Washington, DC
+1.202.663.8413
paul.cicelski@pillsburylaw.com

Christine A. Reilly **(bio)**
Washington, DC
+1.202.663.8245
christine.reilly@pillsburylaw.com

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