



Elizabeth  
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PARTNER

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Elizabeth Spainhour represents media, communications, and technology companies in a variety of regulatory and business matters. She also provides counsel to businesses on key issues involving privacy, digital marketing, and the rapidly changing digital environment. Elizabeth is a Board Certified Specialist in Privacy and Information Security Law from the North Carolina Board of Legal Specialization.

## MEDIA

With a focus on companies in the media and technology industries, Elizabeth provides comprehensive advice and strategic counsel related to mergers and acquisitions and regulatory matters involving these businesses.

She has significant experience advising television and radio stations as well as digital and online businesses.

Elizabeth's extensive experience includes representing broadcast media clients before the Federal Communications Commission. She regularly counsels clients on FCC regulatory issues applicable to mass media, including political, EEO, children's programming, contests and promotions, ownership, licensing and renewals, and online public file requirements. She routinely assists clients with critical business contracts such as network affiliation and retransmission consent agreements.

## PRIVACY

Elizabeth frequently works with digital media companies and other online businesses to provide advice and strategic counsel on privacy matters of concern. She works with clients to assess data collection and use practices and to craft responsive privacy policies.

Elizabeth is a member of the Privacy and Information Security Law Specialization Committee of the North Carolina State Bar. She was one of the first attorneys in the state to receive this specialization when it launched in 2018. She also served as founding chairperson of the North Carolina Bar Association's Privacy

and Data Security Committee and is a Certified Information Privacy Professional (CIPP/US).

## EXPERIENCE

### Media

- Lead counsel to seller of 16-market station group with multiple Big-Four affiliated stations in markets 60 to 175.
- Lead counsel to seller of two Big-Four affiliated television stations in top 100 market.
- Lead counsel to buyer in acquisition of Big-Four affiliated television station in top 75 market.
- Lead counsel to buyer of two television stations in top 150 markets.
- Counsel to buyer of four Big-Four affiliated television stations in divestiture transaction, including representation before the Antitrust Division of the U.S. Department of Justice.
- Lead counsel to buyer of cluster of six radio stations.
- Lead counsel to seller of Top-Six affiliated television station in top 100 market.
- Counsel to seller of two Big-Four affiliated television stations in top 125 markets.

## SERVICES

Advertising

Corporate & Business

Film & Television

Media, Publishing & Communications

Privacy

Regulatory & Administrative

Technology

## CREDENTIALS

### Honors & Recognitions

Selected by her peers for inclusion in *The Best Lawyers in America*® in Administrative/Regulatory Law and Mergers & Acquisitions Law (2022)

Recognized in *North Carolina Lawyers Weekly's* "Leaders in the Law" (2019)

Recognized in *North Carolina Super Lawyers* (Thomson Reuters) as a "Rising Star" in Communications (2011-2015)

### Education

**University of North Carolina School of Law**, J.D., 2005, with honors; Comments Editor, *North Carolina Law Review*, 2004-2005; Staff, *North Carolina Law Review*, 2003-2004

**University of North Carolina at Chapel Hill**, M.A., 2002, Park Fellow

**Dartmouth College**, B.A., 1995, *cum laude*

### Certifications

Certified Information Privacy Professional/United States (CIPP/US) by the International Association of Privacy Professionals (IAPP), 2015

Certified by the North Carolina Board of Legal Specialization as a specialist in Privacy and Information Security Law

### Admissions

North Carolina

U.S. District Court for the Eastern District of North Carolina

### PROFESSIONAL & CIVIC

Member, Umstead Act Unfair Competition Panel (2019-Present)

Co-Chair, Carolinas Chapter, Federal Communications Bar Association (2010-2014)

Member, Federal Communications Bar Association

Member, International Association of Privacy Professionals

Member, Carolina Privacy Officials Network

Member, American Bar Association

Member, North Carolina Bar Association

Member and Past Chair, Privacy and Data Security Committee, North Carolina Bar Association (2017-present)

Secretary, Treasurer, Section Council, Constitutional Rights and Responsibilities Section, North Carolina Bar Association (2007-2014)

Member, Wake County Bar Association

Volunteer Attorney, Legal Aid of North Carolina Lawyer on the Line Program (2013 - present)

Guardian ad Litem, Wake County, NC (2006-2009)

## ABOUT ME

I am a native of Concord, NC, in the Piedmont area of the state, but I found my home in the Triangle area in 2000. I enjoy being a lawyer because I view it fundamentally as a helping profession. I am proud to work with broadcasters and the news media in particular because of the important role they play in our democracy. When I'm not working with clients, I like to spend time with family and friends and on foot outdoors in the mountains, on the coast, or on Raleigh's greenway system.

## NEWSROOM

### News

72 Brooks Pierce Attorneys Recognized in *The Best Lawyers in America*® 2022 Guide  
*The Best Lawyers in America*®, 08.19.2021

Elizabeth Spainhour Discusses Data Privacy with Business North Carolina  
*Business North Carolina*, 11.18.2019

Elizabeth Spainhour Selected As North Carolina Lawyers Weekly 2019 Leader in the Law  
*North Carolina Lawyers Weekly*, 09.09.2019

Brooks Pierce Partner Appointed to the Umstead Act Unfair Competition Panel  
06.25.2019

Brooks Pierce Partners Advise Longtime Broadcaster on Sale of Two Television Stations  
05.23.2019

### Speaking Engagements

Elizabeth Spainhour and Sue Young Present Continuing Legal Education Seminar  
12.14.2018

Stephen Hartzell and Elizabeth Spainhour Speak on Digital Marketing at Guilford Merchants Association  
07.14.2015

Brooks Pierce Partners Discuss Cybersecurity at NCTA Event  
04.16.2015

Spainhour and Hartzell Present to Triad's Largest PR Association  
03.10.2015

### Publications

What North Carolina Businesses Need to Know About the California Consumer Privacy Act  
10.11.2019

"New Year's Resolution? Think Data Security."  
01.05.2016

Website Privacy Policy Updates – Tell Them About It  
*Digital Media and Data Privacy Law Blog*, 11.12.2015

How to Talk to Management about a Privacy Assessment  
*Digital Media and Data Privacy Law Blog*, 09.28.2015

FCC Stakes Out Privacy Territory in Broadband Privacy Workshop  
*Digital Media and Data Privacy Law Blog*, 04.28.2015