

## Media, Publishing & Communications

### Pioneers in Content and Communications Counsel

The face of communications and media is changing more rapidly than ever, due to technological advances, changes in regulation, and cultural shifts. Brooks Pierce communications attorneys have been nationally recognized as leading voices in the field of media law for 40 years. We've gained that success by remaining on the forefront of an ever-evolving industry.

Our practice represents broadcasting, media, and publishing companies of all sizes, including:

- Radio and television broadcasting companies
- Cable television companies
- Newspapers and Magazines
- Wire services
- Internet companies
- Networks
- Publishing companies
- Software companies
- Trade associations

**Ensuring compliance with the FCC.** Our team of attorneys works with radio and television companies across the country to remain compliant with FCC regulations. We counsel clients nationally on matters related to on

- Programming (children's, closed captioning)
- Online public file maintenance and reporting
- Indecency standards
- Ownership reporting
- Political advertising restrictions
- Contests and sponsorships

**Corporate transactions.** We are among the media industry's most trusted advisers when it comes to corporate transactions, such as:

- Retransmission consent agreements

- Mergers and acquisitions
- Cable franchising
- Network affiliation agreements
- Sales and purchases of stations, papers or companies
- Stock purchase agreements

**Public Policy.** Our communications attorneys have years of experience representing broadcasting companies and trade associations before state and federal administrative boards, legislators, rulemaking proceedings, and Congressional committees. We have drafted legislation and regulation impacting the media industry, and inform and advise our clients on remaining compliant with changing regulation. Further, our attorneys regularly advise media and technology clients on issues such as:

- Advertising and trade regulations
- Cable franchise agreements
- Cable, satellite, web-streaming, and satellite carriage of television signals
- Copyright and intellectual property
- Digital television
- Equal employment opportunity and EEOC matters
- Federal and state political broadcasting rules
- Indecency standards and regulations
- Libel and slander
- Licensing agreements
- Lottery and contest regulations
- Low-power FM radio
- Marketing program compliance
- Media ownership
- Network affiliation agreements
- Non-competition agreements, antitrust, and unfair trade practices
- OSHA and FCC radiation regulations
- Privacy, wiretapping, freedom of information issues
- Re-transmission agreements

- Siting of broadcast towers
- Syndicated program exclusivity
- Telemarketing, open meetings and public records laws
- Television/radio regulation and deregulation
- Tower leasing agreements
- Trade secret agreements
- Trademarks and service marks
- UAS/Drone use
- Unfair competition

We represent dozens of public and privately held broadcast, cable television, newspaper and publishing, telephone, and technology companies and organizations. Our clients have included some of the nation's most prominent media and technology companies. A list of our firm's media clients is available upon request.

Our attorneys have taught classes, authored books, and led nationwide seminars on the intricacies of media law. Many of our clients, from locally owned, small family companies to multi-million dollar national corporations, have retained us for years because of our extensive experience and continued success.

How can our communications attorneys help you?

## EXPERIENCE

Quincy Media, Inc.  
09.28.2021

The E.W. Scripps Company  
01.26.2021

## PEOPLE

Julia C. Ambrose

Marc D. Bishop

B. J. Patrick Cross

Eric M. David

J. Benjamin Davis

Patricia Goodson

Stephen Hartzell

Noah Hock

Patrick J. Johnson

Katelyn Kingsbury

David Kushner

Micole Little

Timothy G. Nelson

Gary S. Parsons

Mark J. Prak

Coe W. Ramsey

David W. Sar

John H. Small

Elizabeth Spainhour

Marcus Trathen

Ed Turlington

Thomas G. Varnum

## NEWSROOM

### News

Brooks Pierce Partner Quoted in Article on Dismissal of Defamation Case Against the *New York Times*

*Reuters*, 03.07.2022

Eric David Quoted in *Reuters* Article  
*Reuters*, 02.17.2022

Brooks Pierce to Serve as Regulatory Counsel to Society of Broadcast Engineers  
02.04.2022

Twenty-seven Brooks Pierce Attorneys Recognized by 2022 *North Carolina Super Lawyers*  
*North Carolina Super Lawyers*, 01.13.2022

Brooks Pierce Receives 40 Tier-One Rankings in 2022 Edition of “Best Law Firms”  
*U.S. News – Best Lawyers*® “Best Law Firms”, 11.04.2021

### Events

Brooks Pierce Sponsors NC TECH FCC Update  
09.20.2021

Brooks Pierce Partner Participates in Panel at Federal Communications Bar Association CLE  
04.21.2021

Brooks Pierce Partner Speaks on Vetting Political Ads  
02.02.2021

Tim Nelson Serves as Panelist for ABA/FCBA “Representing Your Local Broadcaster” Conference  
08.02.2018

Mark Prak Moderated Policy Panel at National Communications Gathering  
04.12.2015

### Publications

Understanding New Attacks on Section 230 Immunity  
*Westlaw Journal* 03.16.2017