



Stephen Hartzell
PARTNER

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Stephen provides timely, practical advice to clients operating broadcast stations, digital platforms, and brick-and-mortar businesses. His counsel covers a broad landscape including: broadcast compliance, traditional and digital marketing and advertising, and brand promotion.

BROADCAST REGULATORY

As an FCC and communications lawyer, Stephen advises broadcasters and other FCC regulated businesses on a host of compliance matters, and he routinely provides all the same services as his colleagues who practice at D.C.-based communications firms. While Stephen maintains productive relationships with members of the FCC Staff, he also maintains a “small market” attitude such that no client is too small or any less important than any other client. In that regard, Stephen has advised a variety of broadcast entities – trade associations, international, publicly traded, religious, and large & small market – on a variety of FCC and FAA issues. His practice focuses on providing prompt operational advice regarding daily business operations, including FCC licensing, enforcement issues, EAS, political programming, sponsorship identification/payola, the FCC’s EEO rules, broadcast station ownership, closed captioning and other accessibility issues, children’s television programming, and indecency and other programming content issues.

MARKETING AND DIGITAL MEDIA

Social media, mobile, and other digital platforms, as well as “real world” brick-and-mortar and guerilla strategies present nuanced challenges in the brave new world of non-traditional marketing. Stephen engages with marketing teams to guide the development, execution and risk management of advertising and promotional campaigns, including endorsement issues; contests, sweepstakes and raffle issues; and issues implicated by transmitting marketing communications to current and potential consumers and clients. He has advised large and small media companies,

online retailers, national and local brands, and nonprofits.

SERVICES

Regulatory & Administrative

Film & Television

Media, Publishing & Communications

Advertising

CREDENTIALS

Honors & Recognitions

Selected by his peers for inclusion in *The Best Lawyers in America*® in Administrative/Regulatory Law (2021-2023), Advertising Law (2023)

Education

University of North Carolina School of Law, J.D., 2000, with high honors

University of Houston, B.A., 1991, *magna cum laude*

Admissions

North Carolina

PROFESSIONAL & CIVIC

Member, Federal Communications Bar Association

Co-Chair of the Carolinas Chapter, Federal Communications Bar Association (2014-15)

NEWSROOM

News

Brooks Pierce Attorneys Recognized in *The Best Lawyers in America*® 2023 Guide
08.18.2022

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

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

73 Brooks Pierce Attorneys Recognized in *The Best Lawyers in America*® 2021 Guide
The Best Lawyers in America®, 08.20.2020

Brooks Pierce Partner Stephen Hartzell Quoted by TV Technology
TV Technology, 09.11.2017

Speaking Engagements

Stephen Hartzell Participates in Duke Law Panel on Drone Law
09.25.2017

Hartzell Leads Panel at N.C. GIS Conference
03.01.2017

Stephen Hartzell Provides Drone Law Update for North Carolina Pork Council
02.02.2017

Stephen Hartzell to Speak on Drones at Campbell University School of Law
12.07.2016

Stephen Hartzell to Speak to NC Officials About Drone Use
11.14.2016

Publications

UAS in the USA: An Overview of the FAA's New Drone Rules
06.28.2016

"Drone Use Creates Opportunities and Risks"
02.02.2016

Six Things North Carolina Construction Professionals Should Know About Drone Operations
09.10.2015

Drone Law Enacted as Part of North Carolina Budget Bill
08.01.2014

If Your Organization Uses Two-Way Radios, You Need to Read This Article. I'm Talking to You

Stephen Hartzell

Brothels, Hospitals, Colleges, Broadcasters, Municipalities, Casinos, Mining Companies, Trucking
Lines...
09.20.2011