



# PUBLIC NOTICE

Federal Communications Commission  
45 L Street NE  
Washington, DC 20554

News Media Information 202 / 418-0500  
Internet: <https://www.fcc.gov>

DA 21-783

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## **MEDIA BUREAU ANNOUNCES JUNE 30, 2021 EFFECTIVE DATE OF REINSTATED MEDIA OWNERSHIP RULES**

**(MB Docket Nos. 14-50, 09-182, 07-294, 04-256, 17-289)**

## **AND COMMENT AND REPLY COMMENT DEADLINES TO UPDATE THE RECORD IN THE 2018 QUADRENNIAL REVIEW**

**(MB Docket No. 18-349)**

On June 4, 2021, the Media Bureau released an Order,<sup>1</sup> consistent with the U.S. Supreme Court's decision in *FCC v. Prometheus Radio Project*,<sup>2</sup> reinstating the rule changes previously adopted by the Commission in its media ownership proceedings but then vacated and remanded by the U.S. Third Circuit Court of Appeals in 2019.<sup>3</sup> As such, the Newspaper/Broadcast Cross-Ownership Rule, the Radio/Television Cross-Ownership Rule, and the Television Joint Sales Agreement Attribution Rule were eliminated, and the Local Television Ownership Rule and Local Radio Ownership Rule were reinstated as adopted in the Commission's 2017 *Order on Reconsideration*.<sup>4</sup> In addition, the eligible entity standard and its application to regulatory measures as set forth in the Commission's 2016 *Second Report and Order* were reinstated.<sup>5</sup> Finally, the regulatory measures adopted in the Commission's 2018 *Incubator Order* were reinstated.<sup>6</sup>

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<sup>1</sup> 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 et al.*, MB Docket No. 14-50 et al., Order, DA 21-656 (MB June 4, 2021).

<sup>2</sup> *FCC v. Prometheus Radio Project*, 141 S.Ct. 1150 (2021).

<sup>3</sup> See *Prometheus Radio Project v. FCC*, 939 F.3d 567 (3rd Cir. 2019).

<sup>4</sup> See 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 et al.*, MB Docket No. 14-50 et al., Order on Reconsideration and Notice of Proposed Rulemaking, 32 FCC Rcd 9802 (2017).

<sup>5</sup> See 2014 *Quadrennial Review Order – Review of the Commission's Broadcast Ownership Rules and Other Rules Adopted Pursuant to Section 202 of the Telecommunications Act of 1996 et al.*, MB Docket No. 14-50 et al., Second Report and Order, 31 FCC Rcd 9864, 9960-10008, paras. 234-336 (2016).

<sup>6</sup> See *Rules and Policies to Promote New Entry and Ownership Diversity in the Broadcasting Services*, MB Docket No. 17-289, Report and Order, 33 FCC Rcd 7911 (2018).

By this *Public Notice*, the Media Bureau announces that summary of the Order was published in the *Federal Register* and the effective date for modified section 73.3555 is **June 30, 2021**.<sup>7</sup>

In addition, on June 4, 2021, the Media Bureau also released a Public Notice<sup>8</sup> (Comment Public Notice) seeking to update the record in the 2018 Quadrennial Review proceeding, in which the Commission has sought comment, pursuant to its obligation under Section 202(h) of the Telecommunications Act of 1996, on whether its media ownership rules remain “necessary in the public interest as the result of competition.”<sup>9</sup> The Media Bureau opened a new comment window to encourage the submission of new or additional information to update the 2018 quadrennial record, given the passage of time since the prior comment period ended, as well as the subsequent litigation culminating with the Supreme Court’s decision in *FCC v. Prometheus Radio Project*.

By this *Public Notice*, the Media Bureau announces that summary of the Comment Public Notice, including notice of the deadlines for filing comments and reply comments to update the 2018 quadrennial record, was published in the *Federal Register* on July 1, 2021.<sup>10</sup> Accordingly, the deadline for filing comments is **August 2, 2021**, and the deadline for filing reply comments is **August 30, 2021**.

For additional information on these proceedings, contact Ty Bream, [Ty.Bream@fcc.gov](mailto:Ty.Bream@fcc.gov), of the Media Bureau, Industry Analysis Division. Press inquiries should be directed to Janice Wise, [Janice.Wise@fcc.gov](mailto:Janice.Wise@fcc.gov), (202) 418-8165.

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<sup>7</sup> *Media Bureau Reinstates Commission's Prior Rule Changes Regarding Media Ownership Consistent with the U.S. Supreme Court's Decision*, 86 Fed. Reg. 34627 (June 30, 2021).

<sup>8</sup> *Media Bureau Seeks to Update the Record in the 2018 Quadrennial Regulatory Review*, MB Docket No. 18-349, Public Notice, DA 21-657 (MB June 4, 2021).

<sup>9</sup> *See 2018 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*, MB Docket No. 18-349, Notice of Proposed Rulemaking, 33 FCC Rcd 12111 (2018); Telecommunications Act of 1996, Pub. L. No. 104-104, 110 Stat. 56, § 202(h) (1996); Consolidated Appropriations Act, 2004, Pub. L. No. 108-199, § 629, 118 Stat. 3 (2004) (amending Sections 202(c) and 202(h) of the 1996 Act).

<sup>10</sup> *Media Bureau Seeks to Update the Record in the 2018 Quadrennial Regulatory Review*, 86 Fed. Reg. 35089 (July 1, 2021).