



# PUBLIC NOTICE

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## FCC'S MEDIA BUREAU REMINDS BROADCASTERS THAT MODIFICATIONS TO FIRST OF ITS KIND FOREIGN SPONSORSHIP IDENTIFICATION REQUIREMENTS GO INTO EFFECT JUNE 7, 2026

*Public Notice Clarifies Application of Technical Requirements to Certain Program Types*

### MB Docket No. 20-299

In an April 22, 2021, decision, the Commission adopted first of their kind disclosure requirements for broadcasters airing leased programming sponsored by foreign governmental entities. On June 10, 2024, the Commission modified those 2021 foreign sponsorship identification requirements.<sup>1</sup> Among other changes, the Commission's 2024 *Second Report and Order* adopted a revised approach under section CFR § 73.1212(j)(3) of the Commission's rules (Rules)<sup>2</sup> that provides radio and television broadcast licensees with two options for demonstrating that they have met their duty of inquiry in seeking to obtain the information needed to determine whether programming is sponsored, paid for, or furnished by a foreign governmental entity.

In a June 10, 2025, Public Notice, the Media Bureau announced that OMB approved the rule modifications which revise requirements under section 73.1212(j)(3).<sup>3</sup> Accordingly, these revised requirements became effective as of June 10, 2025.<sup>4</sup> However, the Bureau deferred requiring compliance with the modified rule for 6 months, or until December 8, 2025.<sup>5</sup> On December 5, 2025 the Bureau further deferred compliance until June 7, 2026.<sup>6</sup> By this Public Notice, the Bureau hereby affirms that these modifications are effective June 7, 2026. New leases and renewals of existing leases entered into on or after the compliance date must comply with the rule modifications.<sup>7</sup>

With respect to any advertisements or paid public service announcements (PSAs) that are subject to the sponsorship identification requirements for foreign government-provided programming, we are following the same approach used to bring the leasing requirements into place. Specifically, we are suspending the compliance deadline for the technical requirements set forth in section 73.1212(j)(3) for

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<sup>1</sup> *Sponsorship Identification Requirements for Foreign Government-Provided Programming*, MB Docket No. 20-299, Second Report and Order, 39 FCC Rcd 6049 (2024) (*Second Report and Order*).

<sup>2</sup> 47 CFR 73.1212(j)(3)

<sup>3</sup> *Media Bureau Announces Effective Date For Revised Sponsorship Identification Requirements for Foreign Government-Provided Programming*, Public Notice, 40 FCC Rcd 4039 (MB 2025) (*June PN*).

<sup>4</sup> *Id.*

<sup>5</sup> *Id.*

<sup>6</sup> *Media Bureau Announces New Compliance Date for Revised Sponsorship Identification Requirements for Foreign Government-Provided Programming from the Second Report & Order*, Public Notice, 40 FCC Rcd 9356 (MB 2025).

<sup>7</sup> *Second Report and Order*, 39 FCC Rcd 6049 at 6051, para. 3.

two years or until further notice, whichever comes first. As with the initial delay in the leasing regulation context, this delay of the advertisement and paid PSA regulation is necessary for the Commission to evaluate the costs and burdens associated with these requirements to ensure that there is sufficient offsetting public benefit. We note that the record to date does not show that there are any otherwise covered advertisements or paid PSAs. Likewise, while the Bureau is waiving the technical requirements of the relevant regulation, this does not preclude liability for any broadcaster who knowingly accepts any foreign sponsored advertisement or paid PSA pursuant to the sponsorship identification requirements for foreign government-provided programming. We emphasize, however, that as of the June 7, 2026, effective date, the on-air disclosure requirements in section 73.1212(j)(1) shall apply to any covered advertisements or paid PSAs where the licensee has actual knowledge that the material was provided by a foreign governmental entity as defined in section 73.1212(j)(2).

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