

**STATEMENT OF
COMMISSIONER BRENDAN CARR**

Re: *Sinclair Broadcast Group, Inc.*, File No. EB-IHD-16-00021748.

The FCC's sponsorship identification rules require every broadcaster that airs paid programming to include both an announcement that the broadcaster was paid to run the program and a statement that identifies the sponsor of the program. These rules provide important consumer protections by ensuring that the public can distinguish paid programming from independently-generated content. They also prevent companies from gaining a commercial advantage by purchasing sponsored content that is not identified as such. Today, we advance these goals by proposing the largest fine in the history of the agency for a violation of our sponsorship identification rules.

In this case, as in all matters, our obligation is to apply the law to the facts. At this stage in our proceeding, the facts indicate that Sinclair failed to comply with our sponsorship identification rules when it aired paid programming regarding the Huntsman Cancer Institute. While the base forfeiture in this case would have resulted in a proposed fine in excess of \$6 million, I agree that the totality of the circumstances warrant a significant upward adjustment. I therefore support the proposal to fine Sinclair over \$13 million for these apparent violations. Doing so is consistent with the law and the facts.