



March 31, 2014

Dear NABOB Members and Friends,

**NABOB APPLAUDS THE FCC'S DECISION ON JSAS AND SSAS AS  
MECHANISMS FOR PROMOTING MINORITY OWNERSHIP OF  
TELEVISION STATIONS**

Today the Federal Communications Commission adopted a new policy for the treatment of Joint Sales Agreements ("JSAs") between television stations in the same market, which is very similar to a proposal that NABOB suggested previously. The new policy will treat all JSAs as attributable to the station that is operating the JSA. Therefore, if the JSA operator would not be able to own the second station under the FCC's ownership rules, it will not be able to operate the JSA without a waiver of the attribution rule. In order to obtain a waiver, the JSA operator must demonstrate that a waiver will serve the public interest.

The new rule has two aspects that might benefit minority entrepreneurs. First, JSA operators might be able to demonstrate that the public interest will benefit from a waiver, because a minority owner will be able to develop a station into a successful business operation bringing diversity of ownership to a market. Second, if the JSA operator chooses not to make a public interest showing to obtain a waiver, the station that was under a JSA might be placed on the market and a minority owner might be in position to purchase the station.

NABOB is pleased to see this new policy, and we look forward to working with the FCC and broadcasters to develop JSA proposals that will be able to obtain the necessary waivers.

**CONTACT**

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