Needs Assessment for Caregivers

Student’s Name

Date

Broadcasting Services

The telecommunication laws and regulations in the United States is enshrined in the *Telecommunications Act of 1996* (Mazzone, 2019). It provides new thinking for service providers to follow and guide their business undertakings. A particular telecommunication law of concern is the *Broadcast Services* secured under *Title II, Section 335 (47 U.S.C. 335)*. First, the reformation of the Act eliminated the national ownership for radio stations. As such, the Federal Communications Commission (FCC) has no legal mandate in this jurisdiction, including modifying local radio ownership limits. Limiting the indulgence of FCC in broadcasting services led to the increase of television station ownership to thirty-five percent from twenty-five percent. However, the FCC was given the mandate to regulate broadcast-cable and broadcast-newspaper ownership bans.

The new Act stipulates that radio and television licensing should run for eight years, and once completed the tenure, the respective parties are only required to renew their license with FCC (Mazzone, 2019). This was a prospective undertaking for radios and television stations companies as it managed to extend the license from 5 years to eight years. It was important to eliminate the need for the same station companies to undergo compulsory hearing cases to validate why they should have their license renewed. Moreover, the Act posits that the FCC will regulate advanced next-generation television service (ATV) for digital viewers. While it provides that FCC should not limit ATV's eligibility concerns, it strongly encourages the agency to observe their operations to ensure that their operations do not conflict with the other laws. For this reason, FCC has been strong on the use of language and visual display in digital media, whereby content producers should mark age-sensitive media and appropriate it accordingly to the specific audience.

Importantly, the Act states that every broadcasting station should ensure that it offers ancillary or supplementary services (Mazzone, 2019). The FCC should ensure that this is consistent with the channel or technology used to convey. For example, in the event of any change, television services should apply for advanced television services. The telecommunication Act also informs that broadcasting should meet the public's interests, including providing content that is of convenience and of necessity. This clause specifically aligns with the former one, where the public interest requirement will be reviewed upon license renewal to ensure that it does not conflict with the mandate description of ancillary or supplementary services.

Reference

Mazzone, G. (2019). Public Service Broadcasting. *The International Encyclopedia of Journalism Studies,* 1-8.