

Applying for a Broadcast License

- 1) **Technical**: the applicant must show that their station will comply with FCC regulations as to transmission facilities, broadcast equipment, signal quality, etc.
- 2) **Financial**: the applicant must have enough capital to support the broadcasting company with little or no advertising revenue for a few months.
- 3) **Character**: the applicant must be of good character, that is, no serious legal violations like felonies.
- 4) **Citizenship/Ownership**: applicants must be U.S. citizens and their applications must be in line with current FCC ownership regulations.
 - The Commission is not concerned with an applicant's specific programming choices such as format, music choice, news content, etc.
 - The process to obtain an initial broadcast license is fairly uneventful unless the application is contested.
 - Listeners or citizen's groups in the proposed station's ADI (area of dominant influence) can contest the license application.
 - Often formal complaints come from existing station owners who claim that a new station would cause significant interference with their existing station.
 - Siphoning off ad revenue from existing stations is not a legitimate reason to contest a license application.
 - Licenses are awarded for a limited time—**8 years** (Telecommunications Act of 1996). When the license is about to expire, the licensee must apply for renewal.