

## POLITICAL ADVERTISEMENTS FOR PUBLIC STATIONS



A new decision that was made by the federal court means that there is a possibility that several different public stations, including both television and radio stations, may start raking in with cash that comes from political advertisements that will be featured on both radio and television. The stations who receive such offers to allow political advertisements to be displayed would have to make a major decision. The decision would be whether or not the money is more important than the possibility of beginning to alienate certain people who are listening or watching the station. Back in April, the United States Court of Appeals ruled that a specific law, the law against allowing public broadcasters to display political advertisements, was simply unconstitutional. At some point next week, the United States Justice Department will have to make the decision as to whether they want the court to think over the decision that has been made or if an appeal should be taken to Supreme Court instead. There are some television and radio stations that did not change the policies they have set because they were not sure whether or not an appeal would be certain. A spokesperson for PBS, Anne Bentley, says that they are looking into the case to keep updated with what is going on. Bentley says that the public television station does have some concerns on the ban of political advertisements being lifted after such a long time, especially since the public television station is known for its strong relationship with the general public in the United States. In the meantime, the National Public Radio made it clear that each radio station will decide how they will respond to the changes that are being made. Some stations have already been able generate a significant amount of revenue because of all of the political advertisements that are being made, especially since the Presidential elections are steadily approaching and will take place in November of this year. Millions of dollars have already been spent on political advertising from both candidates, President Barack Obama for his re-election and from Mitt Romney, who is hoping to become the next President of the United States. With so much money being spent on political advertisements on both television and radio stations, the amount of money that these particular stations could earn from allowing political advertisements to be displayed would be quite a big deal but at the same time, these stations are also left with the possibility of alienating some of the loyal viewers and listeners that they have, which can cause some serious problems. Of course, these stations would have to figure out how they want to handle the possibility of political advertisements being displayed.

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