

The Uncertain World of Marijuana Advertising Part Two – Radio’s Digital Platforms

Published Article
September 17, 2018
RAB Radio Matters Blog

Contact

Brad C. Deutsch

In our last blog, we addressed some risks associated with marijuana advertising that are unique to being the federal licensee of a radio station, impacting their broadcast activity. However, radio stations today have a presence on digital platforms – via web, smartphone or tablets. Therefore, in this post, we turn to digital media advertising.

Although the uncertainty of the legal status of marijuana remains the primary risk for digital media advertising, because there is no federal license associated with digital media, the risk assessment is substantially different. In fact, the FCC’s authority flows from your radio station license and the Commission generally will not go outside its jurisdiction to reach beyond issues directly associated with broadcast operations.

Read the [full article](#) on Radio Matters.