Nexstar Asks Viewers to Support FCC Deregulation Efforts

Nexstar is rallying its local stations to support deregulation efforts by the FCC.

Under the guise of giving the FCC feedback, the station group is getting the word out both on-air and through its stations' websites that it supports local stations deregulation and wants viewers to feel the same.

"FOX40, along with our parent company Nexstar, is seeking your support for our local television stations," one web page read. "The Federal Communications Commission (FCC) is currently soliciting public feedback regarding the 'Delete, Delete, Delete' initiative introduced by Chairman Brendan Carr. This initiative aims to eliminate unnecessary regulations that hinder the growth of local television stations."

The weighted text lets viewers know where Nexstar stands on the issue by quoting FCC chairman Brendan Carr's recent statement, "For too long, administrative agencies have added new regulatory requirements beyond their authority or

maintained regulations well past their relevance. The FCC is committed to eliminating rules and regulations that are no longer necessary, and we encourage public participation and feedback throughout this process."

The Desk said the on-air stories are "characterized the segments as 'must-runs' with pre-written scripts that include talking points for the anchors.

"The FCC has asked for interested parties and the public to assist it in identifying regulations that should be updated or eliminated to address what Chairman Carr has called a 'break-glass moment for America's broadcasters," Nexstar responded when we asked about it. "That initiative is an important news story for local broadcasters, worthy of mention by the very newscasts and outlets that are under threat from the outdated regulations at issue."

We asked Nexstar about the ethics of how it's framing the feedback, but haven't heard back.

From its website, Nexstar said it owns more than 200 owned or partner stations in 116 U.S. markets reaching 220 million people.

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