Melodie Virtue Discusses Cannabis Advertising and Broadcast Media on RBR+TVBR's InFOCUS Podcast

Podcast Interview
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RBR+TVBR

On July 20, 2022, the U.S. House of Representatives approved an appropriations bill that includes language that would prevent the FCC from taking administrative action against a radio or television licensee that accepts cannabis advertising — consistent with the laws of the state or local jurisdiction in which the station is licensed.

What does this mean for broadcast media? RBR+TVBR Editor-in-Chief Adam R Jacobson spoke with Melodie Virtue, co-chair of Foster Garvey's Communications, Telecom & Media group to get a deeper understanding of what lies ahead for radio and TV ad sales pros.

Listen to the full InFOCUS Podcast interview on the RBR+TVBR website.

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