



Attorneys in the Media Law practice group represent television and radio broadcasters, advertising agencies, magazine, book and newspaper publishers, internet media companies and trade industry associations. We offer each of these clients a high degree of personal attention and the experience to manage and succeed in the market.

Jackson Kelly's Media Law practice group provides a full range of legal services to clients in the advertising, broadcast and media industries. Our attorneys have represented major clients in advertising, warranty, promotions, endorsements, health claims, safety, and related marketing and contract matters for many years. They have also represented clients before the Federal Trade Commission and various state marketing practices regulatory agencies.

The Media Law practice group has broad experience with both regulations and strategic business transactions and counsel, including:

- Federal Trade Commission (FTC) matters
- Federal Communications Commission (FCC) matters
- Review of commercial and political advertising content
- Review of photographs, video, and soundtracks
- Trademark and copyright issues
- Webcast and domain name issues
- Contract issues
- Labor and employment issues
- Mergers, acquisitions, and joint ventures
- Copyright
- Licensing

The Firm routinely represents clients, such as Gray Communications, Inc., Thomas Broadcasting Corporation, and the West Virginia Broadcasters Association, on a wide range of state and federal matters, including: advertising content, contest legitimacy and rules, and federal communication, copyright, defamation litigation, and trademark issues. Our lawyers produce *Keeping it Legal: A Guide for Broadcasters*, which provides updates on federal and West Virginia state laws pertaining to broadcast and media companies. The Firm is also the West Virginia contributor to the *Media Law Resources Center, Fifty State Survey on Media Liable Law*.