

Sarkes Tarzian

May 22, 2024

Over the last few federal election cycles, we have continued to hear complaints from our audiences about the overwhelming number of divisive advertisements airing on our stations. In the wake of the U.S. Supreme Court's 2022 decision on abortion, it is predicted that this highly contentious topic will continue to dominate issue advertising. Similar to our decision in 2022, Sarkes Tarzian, Inc. has chosen not to accept issue advertising pertaining to abortion - including advertising about abortion-related ballot initiatives - unless the advertisement is stating the position of a candidate on government abortion policy. Our stations will follow federal broadcast requirements by accepting advertising from legally qualified federal political candidates, even if the subject of those ads includes references to abortion policy. Our company will also accept state and local candidate advertising so that our neighbors in the communities we serve can stay informed about the people running to represent them. This approach allows our stations to continue to serve local businesses, who may otherwise not have access to our on-air advertising services due to the overwhelming amount of political advertising. This decision pertains only to our advertising services. Our news departments will continue to cover the abortion debate so that voters who rely on our news programs can make informed decisions. Our news departments remain dedicated to election coverage viewers can count on with stories to help viewers get to know the candidates, better understand issues and policies, and fact check claims made by advertisements they see and hear on our stations.

Tom Tarzian
Chairman/Co-CEO
Sarkes Tarzian, Inc.

Mike Kendall
Co-CEO/Chief Content Officer
Sarkes Tarzian, Inc.

Pam Teague
Chief Operating Officer
Sarkes Tarzian, Inc.

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Sarkes Tarzian, Inc. operates television stations WRCB serving Chattanooga, Tennessee and KTVN serving Reno, Nevada as well as radio stations WAJI-FM, WGBJ-FM, and WLDE-FM serving Fort Wayne, Indiana and WGCL-AM and WTTS-FM serving Bloomington and Indianapolis, Indiana.