

# Martin's Cross-Ownership Rule

Is the combination in the top 20 markets **AND** a non-top 4 ranked TV station?

YES → Merger Approved

NO

Is either the paper or TV station "failed" or "failing"\* **OR** will the TV station now air at least 7 hours more news per week?

YES → Merger Approved

NO

This provision was meant to be a bottom-line: if "NO", then Merger Denied. As applied, it is merely another two loopholes

Will the combination have separate editorial discretion **OR** will the combo increase news **OR** will the combo pass the FCC's market consolidation test **OR** does the paper's financial conditions warrant a merger?

YES → Merger Approved

NO

Merger Denied

**BOTTOM LINE:  
ALMOST ANY  
NEWSPAPER-  
BROADCAST  
COMBINATION WILL  
BE PERMITTED UNDER  
THE MARTIN RULE**

- "failing" = less than 4% marketshare **OR** 3 years of negative cash flow;
- "failed" = dark or not published for 4 months **OR** bankrupt firm.