

**STATEMENT OF CHAIRMAN WILLIAM E. KENNARD ON  
PROPOSAL TO STANDARDIZE PUBLIC DISCLOSURE REQUIREMENTS**

Broadcasting is a singularly local medium, and the relationship between television stations and their local communities is unique. Television licensees have an affirmative obligation to air programming that is responsive to the needs of their communities, although as many broadcasters agree, serving the needs of the community is also good business and good corporate citizenship.

The proposals we adopt today would facilitate dialogue between television stations and their communities about the kind of programming that will serve local needs. We do not propose to require broadcasters to provide any particular type of programming. Instead, we empower viewers, including those with hearing and visual disabilities, who want to better understand how their broadcasters are serving the public interest.