

**STATEMENT OF  
CHAIRMAN AJIT PAI**

Re: *Amendment of Section 73.3580 of the Commission's Rules Regarding Public Notice of the Filing of Applications*, MB Docket No. 17-264; *Modernization of Media Regulation Initiative*, MB Docket No. 17-105; *Revision of the Public Notice Requirements of Section 73.3580*, MB Docket No. 05-6.

Our broadcast application notice requirements are meant to inform the public when certain applications are filed with the FCC regarding stations serving their communities. When these rules were first adopted more than 50 years ago, the notion was that viewers and listeners would read a notice in the newspaper that, for example, a license renewal application had been filed for a local TV or radio station. They would then go to the station's main studio and ask for a printed copy of that application, which was kept in the station's public inspection file. Finally, they would send the FCC comments about that application through the U.S. Postal Service. Every aspect of this idea is now anachronistic.

For one, in 2019, it strains credulity that TV and radio audiences would turn to a printed newspaper instead of the Internet as their first source for information about their local broadcasters. Second, the FCC has long since transitioned to electronic filing for most applications, copies of which are accessible through the FCC-hosted online public inspection file and other databases. And our website makes it easier than ever for the public to electronically file comments on applications. Finally, the FCC has in recent years eliminated the requirements to maintain a physical public inspection file and a main studio. In short, if the goal of the newspaper notice rule is to encourage public participation in the broadcast licensing process, the current rule fails on every count and indeed probably *discourages* public participation.

The *Further Notice* we are issuing today sets forth proposals that reflect reality. Replacing newspaper notice requirements with online notice requirements and streamlining on-air notices would benefit consumers and broadcasters. For example, consumers would benefit by being provided clear information on how to access and review broadcast applications online instantly. Indeed, these online notices would provide a direct link to the application in question. And broadcasters would benefit from simplified and clearer notification requirements.

I'm pleased that the Media Bureau has conducted extensive outreach to stakeholders and developed a proposal that balances all parties' interests. My thanks go to the dedicated staff that worked on this *Further Notice*: Michelle Carey, Shaun Maher, Thomas Nessinger, Holly Saurer, Lisa Scanlan, and Albert Shuldiner. Additional thanks to Nese Guendelsberger and Brandon Moss from the International Bureau, and Susan Aaron, David Konczal, and Royce Sherlock from the Office of General Counsel.