

Media Contact:

Diane Holland, (202) 418-2500

Diane.Holland@fcc.gov

For Immediate Release

**COMMISSIONER STARKS ISSUES STATEMENT ON
GEOBROADCAST SOLUTIONS PROPOSAL TO MODIFY FM BOOSTER RULES**

WASHINGTON, October 28, 2020 — Commissioner Starks has issued the following statement regarding the circulation of a draft Notice of Proposed Rulemaking seeking comment on modifying the Commission’s FM Booster Rules to permit geo-targeted content:

“The Chairman has circulated a Notice proposing to revise the Commission’s FM booster rules to allow, on a limited basis, geo-targeted content to originate from FM booster stations. The use of geo-targeted content could provide a way for minority-owned stations to better serve their communities by offering hyper-localized content including alternative language news, weather, emergency alerts, and advertising periodically during the broadcast day. For small businesses, this option could enable them to more cost-effectively advertise to a targeted audience while enabling minority-owned FM stations to increase advertising revenue.

Twenty-one civil rights advocacy organizations have registered their support for the rulemaking petition filed by GeoBroadcast Solutions, LLC, including MMTC, the National Urban League, the Hispanic Federation, the National Association of Black Owned Broadcasters, and the National Asian American Coalition. I am pleased to support this innovative proposal, which could offer a potential lifeline to small, women, and minority broadcasters that are struggling to retain their listening audiences and earn advertising revenue at a time when consumers have multiple options for access to information, entertainment, education, and civic engagement.”

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Office of Commissioner Geoffrey Starks: (202) 418-2500

ASL Videophone: (844) 432-2275

TTY: (888) 835-5322

Twitter: @GeoffreyStarks

www.fcc.gov/about/leadership/geoffrey-starks

This is an unofficial announcement of Commission action. Release of the full text of a Commission order constitutes official action. See MCI v. FCC, 515 F.2d 385 (D.C. Cir. 1974).