

**Congress of the United States**  
**Washington, DC 20515**

June 6, 2022

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The Honorable Jessica Rosenworcel  
Chairwoman, Federal Communications Commission  
45 L Street NE  
Washington, DC 20554

Dear Chairwoman, Rosenworcel:

We write to support the FCC's Amendment of Section 74.1231(i) of the Commission's Rules on FM Broadcast Booster Stations, allowing geo-targeted content for radio. We support the rulemaking which amends the prohibition of FM boosters to originate content because we believe the inability to use boosters to geo-target specific zip codes further exacerbate inequities for minorities in broadcast radio. With the ability to geo-target, minority owned radio stations could benefit from more advertisements sold, lower costs for small business advertisements and more curated cultural content. Minority-owned broadcasters are the standard bearers in their communities—the trusted voices for information and news for our constituents. For the declining number of minority-owned broadcasters to do more than survive and to truly thrive, they must have a fair and equitable opportunity to acquire technology to better serve, educate and inform their communities. Your agency took an important step towards making this technology available when it issued a Notice of Proposed Rulemaking (NPRM). Therefore, we the undersigned support the proposed rule allowing radio broadcasters the option to geo-target their signals to provide localized weather, traffic, public service announcements, emergency alerts, and advertising with new geo-targeting technology.

As you are aware, geo-targeted content is not a novel idea. All other forms of media currently utilize this technology to deliver content, including television, internet, cable, direct mail, newspapers, and mobile devices. Only radio is currently constrained from doing so. Under the proposed FCC rule, the utilization of geo-targeted innovation would be wholly voluntary for radio stations and those utilizing the technology would transmit local content for only a few minutes of every hour.

Permitting FM radio stations to geo-target content will not only help minority broadcasters, but the proposed rule will also relieve the frustration of minority small businesses by allowing them the option to purchase affordable, targeted advertising to reach their neighbors. This would be a significant opportunity for African American, Native American, and Hispanic American small businesses that have been historically unable to afford the exorbitant prices associated with saturating an entire market with advertising. Additionally, the ability of stations to define specific areas and content allow for a more diverse and personalized listener experience—including second language content, useful communications during public health emergencies, weather advisories, traffic alerts, news updates, and even local sports scores. Geo-targeted content to communities of color through culturally competent messaging will give radio stations an opportunity to provide listeners with a more personalized experience, including multilingual news. As our country continues to welcome refugees and immigrants from all over the world, we

must be sure they have access to news and resources from their easily accessible local FM radio stations.

Experimental licenses were granted to WRBJ, an urban contemporary station in Jackson, Mississippi, and “Bollywood” station KSJO in the East Bay area of northern California to test geotargeting technology. The testing addressed questions asked by FEMA regarding interference with the existing emergency alert system and was deemed successful from both a technical and listener experience by an independent engineering company. The results demonstrated the technology can deliver significant public benefits without presenting technical concerns.

It is imperative the FCC allow minority broadcasters to fully utilize and cultivate the value of their ownership to the maximum extent possible and have access to innovations. The FCC has a historic opportunity to balance the scales and ensure technological advancements benefit those broadcasters wishing to utilize the option to serve minority communities. We write in support of the FCC’s Amendment of Section 74.1231(i) of the Commission’s Rules on FM Broadcast Booster Stations, allowing geo-targeted content for radio.

Sincerely,

A handwritten signature in black ink that reads "Hank Johnson". The signature is written in a cursive, flowing style.

Henry C. “Hank” Johnson, Jr.  
Member of Congress

A handwritten signature in black ink that reads "Bennie Thompson". The signature is written in a cursive, flowing style.

Bennie Thompson  
Member of Congress

A handwritten signature in black ink that reads "Barbara Lee". The signature is written in a cursive, flowing style.

Barbara Lee  
Member of Congress

A handwritten signature in black ink that reads "Anthony Brown". The signature is written in a cursive, flowing style.

Anthony Brown  
Member of Congress