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For Immediate Release

**COMMISSIONER STARKS AND CONGRESSMAN HORSFORD
CELEBRATE NEW RADIO RULES WITH
SMALL BUSINESS ADVOCATES AND CIVIL RIGHTS LEADERS**

WASHINGTON, April 2, 2024 — Commissioner Starks issued the following statement on the FCC’s recent adoption of new rules that would allow FM broadcasters to air geotargeted content:

“Small and minority-owned radio stations deserve a fair shake, and I’ve got their back here at the FCC. Facing an increasingly challenging media environment, some of them asked for the freedom to air hyperlocal content, just like every other form of media does this day and age. They believe these new technologies will help them compete, generate new ad dollars, and deliver content more relevant to the communities they serve. With our action released today, we give FM broadcasters the flexibility they’ve sought. Our rules will allow them to deploy geotargeting booster technologies responsibly and on a voluntary basis, while also helping small businesses in their communities get on the air.”

Here’s what others are saying about today’s item:

U.S. Representative and Congressional Black Caucus Chairman Steven Horsford (NV-04): “The FCC’s adoption of geo-targeting rules will open up many possibilities for small businesses in Nevada and across the United States,” said Congressman Horsford. “The ability to target radio advertisements geographically is a game-changer, making advertising more accessible and affordable. This advancement will catalyze growth and increase awareness for local small businesses, leveling the playing field and growing the economic impact these enterprises make in our local communities. It’s a significant step forward in expanding opportunities for minority-owned businesses, ensuring they have the tools to thrive and succeed.”

Ron Busby, President and CEO of the **US Black Chambers**, said the decision “dismantles barriers, allowing for targeted engagement and support of local black-owned businesses across the nation.” He added that the rule change heralds the start of “a promising era of collaboration between the USBC and FM radio platforms.”

Robert E. Branson, Esq., President and CEO of the **Multicultural Media, Telecom and Internet Council (MMTC)**, remarked that “this rule change by the FCC is a critical advancement toward leveling the playing field for all broadcasters, particularly those serving minority communities. By embracing geo-targeting, the FCC has demonstrated its commitment to fostering an inclusive, competitive broadcasting ecosystem.”

Steve Roberts of **Roberts Broadcasting Company**, and a member of the FCC’s Equity and Diversity Council, said that “today marks a monumental victory for small- and minority-owned FM radio stations. Our heartfelt thanks go out to Commissioners Starks and Carr, and Chairwoman Rosenworcel, for their visionary leadership on this groundbreaking issue.”

Dr. Ben Chavis, a civil rights leader and President and CEO of the National Newspaper Publishers Association, described the decision as “a transformative moment for the media landscape,” emphasizing its role as “a gateway to greater equity and representation in broadcasting.”

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