



FEDERAL COMMUNICATIONS COMMISSION
WASHINGTON

OFFICE OF THE
CHAIRWOMAN

April 16, 2024

The Honorable Steven Horsford
U.S. House of Representatives
406 Cannon House Office Building
Washington, DC 20515

Dear Representative Horsford:

Thank you for your letter regarding the proceeding at the Federal Communications Commission involving the ability of FM radio broadcasters to geotarget their listeners with critical public safety, commercial advertising, and local content. On March 27, 2024, the Commission adopted an order that allows FM booster stations to originate programming, including geotargeted advertising, subject to future adoption of processing, licensing, and service rules that were proposed in a further rulemaking that was adopted at the same time.

In the order, the Commission concluded that authorizing program originating boosters would advance the public interest by providing broadcasters and listeners options for more targeted and potentially more varied advertising and content. At the same time, the Commission imposed specific safeguards to address concerns expressed in the record regarding potential interference and the economic impact of this technology. These safeguards include a limitation on program origination to five percent of each hour; a notification requirement for program originating boosters; a requirement for program originating boosters to receive and broadcast all emergency alerts in the same manner as their primary station; and a limit on the number of boosters a station can operate.

I believe the Commission decision to allow broadcasters the ability to use this technology on a voluntary basis is consistent with our ongoing efforts to support the continued viability of the radio industry for the benefit of the listening public. It will also help to ensure that radio has the opportunity to stay competitive with other new technologies and services. I appreciate your interest in this matter. Please let me know if I can be of any further assistance.

Sincerely,

A handwritten signature in black ink, appearing to read "Jessica Rosenworcel", with a long horizontal flourish extending to the right.

Jessica Rosenworcel



FEDERAL COMMUNICATIONS COMMISSION
WASHINGTON

OFFICE OF THE
CHAIRWOMAN

April 16, 2024

The Honorable Bennie G. Thompson
U.S. House of Representatives
2466 Rayburn House Office Building
Washington, DC 20515

Dear Representative Thompson:

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