

**STATEMENT OF  
COMMISSIONER BRENDAN CARR**

Re: *Amendment of Section 74.1231(i) of the Commission's Rules on FM Broadcast Booster Stations, MB Docket No. 20-401; Modernization of Media Initiative, MB Docket No. 17-105; Amendment of Section 74.1231(i) of the Commission's Rules on FM Broadcast Booster Stations, RM-11854*

America's radio broadcasters are competing hard every day in the market and delivering the innovative audio content that responds to the needs and interests of their listeners. But they are competing on a playing field that has been tilted against them by outdated and unnecessary federal regulations—restrictions that do not apply to services offered by other businesses in the audio market, including those offered by Big Tech companies. The FCC needs to do a better job of eliminating regulations that are needlessly holding broadcasters back.

We take a good step in the right direction today. For years, the FCC has ensured that various technologies from cable to 5G to next-gen broadcast TV have the freedom to target their content to specific geographies. This has been a proven way to serve the needs of diverse communities while bringing in additional advertisers and revenue opportunities for providers. Except the FCC has never allowed radio broadcasters that same opportunity. It has artificially limited broadcasters' business models.

Today, we change that. The FCC now gives radio broadcasters the opportunity to target content for limited portions of time. With this Order, broadcasters can move forward now with plans to deploy technology to geotarget their audiences with hyper-local news, alerts, weather reports, and advertising. The Order definitively resolves all of the issues that had been raised from interference concerns to policy considerations. Importantly, the Order does not mandate that any broadcaster embrace this technology. It simply eliminates a federal regulation that would have prevented broadcasters from voluntarily choosing to offer this service. It represents an approach to unnecessary regulation that should serve as a model more broadly for how the FCC's broadcast rules should work. Moreover, the Order immediately opens up new opportunities for all FM radio broadcasters which operate in an intensely competitive media environment.

That is why I am very pleased to support the FCC's unanimous decision today that authorizes radio broadcasters to begin offering this service on a voluntary basis. I want to acknowledge in particular the work and leadership that Commissioner Starks has done to advance this bipartisan win. I have appreciated the chance to work with him on this important item.