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MMTC and NABOB Welcome FCC Opening a Rulemaking for OTA Radio Geo-Targeting as an Opportunity for Broadcasters to Reach Underserved Minority Communities via Radio

WASHINGTON, D.C. (November 30, 2020): The Multicultural Media, Telecom and Internet Council (MMTC) and the National Association of Black Owned Broadcasters commend the Federal Communications Commission (FCC) on its announcement today that the agency has adopted a Notice of Proposed Rulemaking to consider an amendment of Section 74.1231 of the Commission's Rules on FM Broadcast Booster Stations (RM-11854).

The proposed amendment would allow over-the-air radio broadcasters to deploy technology that could geo-target content, using their FM boosters. As reported in [comments](#) filed by MMTC, NABOB, and 19 other national organizations in May, this engineering reform will allow stations to provide hyper-localized and alternative language news, weather, emergency alerts, and advertising during a fraction of the broadcast day, thereby helping minority-owned stations to better serve their communities.

"For many years, our organization, along with NABOB and others, has worked hard to improve the disparity of ownership among minorities in the broadcasting industry," said Maurita Coley, President and CEO of MMTC. "Today, we want to acknowledge and thank FCC Commissioner Geoffrey Starks for leading the way to bring this item to a vote. Special thanks are due to Commissioner Brendan Carr and his staff for supporting our efforts to bring attention to this proposal, as well as Chairman Ajit Pai for agreeing to prioritize it. We believe it will help the radio industry expand its ability to reach communities through a geo-targeted signal, and, therefore, provide underserved areas with localized alerts and news."

FCC Commissioner Geoffrey Starks said, "I was immediately drawn to this compelling proposal by GeoBroadcast that garnered the support of 21 civil rights organizations, and I was proud to champion it through the FCC process leading to this notice of proposed rulemaking. This is exactly the type of creative policy-making we need to help strengthen the staying power of struggling broadcasters and begin to close the appalling disparity that we see in minority ownership numbers. I see great potential in this proposed FCC action to improve the local radio experience for audiences of small broadcasters and broadcasters of color, and to better position these broadcasters to compete for listeners and advertising dollars."

Jim Winston, President of NABOB, said, "We commend Commissioner Starks for his initiative in getting this proceeding started. This rule change could enable our NABOB radio stations to use this new technology to provide targeted programming, news, and information in ways that the current broadcasting technology does not permit. We look forward to the opportunities this may provide."

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About MMTC:

The Multicultural Media, Telecom and Internet Council (MMTC) is a non-partisan, national nonprofit organization dedicated to promoting equal access and representation in tech, media, and telecommunications through opportunity creation, awareness building, and advocacy.

About NABOB:

The National Association of Black Owned Broadcasters (NABOB) is a trade association representing the interests of one hundred eighty Black-owned commercial radio stations and twenty-two commercial television stations across the country. As the voice of the Black broadcast industry, NABOB has been instrumental in shaping national government and industry policies to improve the opportunities for success for Black and all other minority station owners.