

July 18, 2022

Mr. Curtis LeGeyt
President and Chief Executive Officer
National Association of Broadcasters
1 M St. SE
Washington, DC 20003

Dear Mr. LeGeyt,

We are a diverse group of FM radio station owners, representing a rich diversity of radio formats, that believe geotargeting will give us the opportunity to serve our communities with hyperlocal content and compete for local ad dollars. In recent years, those local ad dollars have migrated to other communications platforms that geotarget, like cable, print, and most of all, Big Tech. The time has come for the Federal Communications Commission (FCC) to sweep away this artifice of regulation and give us the option to innovate in the local ad sector.

We write to make two specific points. First, the NAB has mentioned on several occasions that the radio industry is unified in its opposition to geotargeting. In fact, a trade publication recently reported that you said you were “not hearing from broadcasters that they support the rule change that would allow FM boosters to geo-target programming and ads, a few minutes per hour, to specific communities.”¹ That’s not true, and this letter is intended to correct that misperception.

Second, we write to make the point that the NAB’s opposition to geotargeting will do long-term damage to the ability of broadcasters to continue to effectively advocate for deregulation of the broadcast sector. Broadcast radio and television are among the oldest of electronic communications technologies. We have developed a rich and important history because of that fact, but it also means radio and television broadcasters have been burdened with a legacy of rules and regulations that our competitors in cable, satellite, and especially the Internet do not confront. The NAB has been a champion for decades in challenging this regulatory disparity, and all TV and radio broadcasters have benefitted from NAB’s unparalleled advocacy.

It’s for this reason that **we are troubled and confused by the NAB’s position in support of a legacy regulation, rather than its repeal**. Technology has advanced to the point where the FCC can and should amend its booster rules to permit radio broadcasters to geotarget. In fact, the NAB correctly advocated for geotargeting for television broadcasters with the adoption of ATSC 3.0. We simply fail to understand why the NAB pushed so hard five years ago to permit TV broadcasters to geotarget content but now is leading the effort to deny that same capability to its radio brethren. It is troubling that NAB now takes the position that the FCC must leave in place a rule that bars the use of a technology that would enable radio broadcasters to innovate

¹ See <https://radioink.com/2022/06/24/a-handful-of-congressman-support-zonecasting/>.

through geotargeting. In addition to being illogical, ***we are concerned that the NAB's position is a retreat from the NAB's ironclad commitment to broadcast deregulation.*** This will leave legislators and regulators confused and uncertain as to broadcasters' commitment to deregulation. Worse, it gives broadcasters' competitors and critics an opportunity to exploit the inconsistency to the detriment of our shared agenda of deregulation.

We therefore urge you to join us in supporting of the FCC's proceeding to permit geotargeting in the FM radio band. It's consistent with the NAB's longstanding commitment to sweep away unnecessary rules and regulations. And it's good for radio broadcasters. Thank you for your consideration.

Regards,

Evans Broadcast Company
Best Media, Inc.
BroadSouth Communications
Center Broadcasting Company
Country Gold Broadcasting
Dockins Broadcast Group
Double-R Communications, LLC
Evans Broadcasting, Inc.
Falls Media, LLC
HubCast Broadcasting, Inc.
Kath Broadcasting Co.
KM Radio of Atlanta
Lazo Media LLC
LHTC Media of West Virginia, Inc.
Marshall University Board of Governors
Mountain Broadcasting Service, Inc.
Phillips Broadcasting Company
Q Media Group, LLC
Southark Broadcasters, Inc.
Truckee Tahoe Radio, LLC
Yeary Broadcasting, Inc.
Ohana Del Sol, LLC
Shamrock Broadcasting
Windy City Broadcasting
Wennes Communications
Edgewater Broadcasting
Flagstaff Radio, Inc.
Cohan Radio Group
Far West Radio, LLC
Murphy Broadcasting, LLC

Ashley County Broadcasters
Southwestern Diabetic Foundation
Cheyenne Mountain Public Broadcast House
Datatech Digital LLC
Dockins Communications
Educational Communications of Colorado Springs
Ashley Communications, Inc.
Hazard Broadcasting, Inc.
Keyhole Broadcasting, LLC
Lake Broadcasting, Inc.
Leslie County Broadcasting, Inc.
M&M Broadcasting
Monticello-Wayne County Media, Inc.
Peak Radio, LLC
Pikes Peak Community College
R&M Broadcasting
Sky Media, LLC
Southwest Media, Inc.
Two Black Cadillacs, Inc.
Roberts Radio Broadcasting
Core Communications
Silicon Valley Broadcasting
Jam Media Solutions
Best Media
LA Broadcasting
Edison Broadcasting
Friendship Broadcasting
G Communications
1400 Investment, LLC