

Eliminating the Main Studio Rule will not remove a broadcaster's public interest obligation to serve the needs and interests of their local communities. Stations can still serve their communities of license while at the same time benefitting from substantial cost savings without the added regulatory cost of maintaining a main studio. The current rule places a very significant financial burden on small stations to maintain a main studio during business hours with full-time managerial and staff personnel. Also, co-owned stations would be able to realize financial efficiencies by co-locating operations and offices and eliminating duplication of staff.

Getting rid of the Main Studio Rule would really help small stations remain competitive. Small stations continue to face challenges from ever changing technological transformation and competition from new unlicensed internet streaming entities and various forms of social media. As Chairman Pai has publically stated, "the main studio rule is outdated and technical innovations have rendered local studios unnecessary". The public's virtually unanimous choice has become to contact their local stations by means of either telephone or online. Moving Public Inspection Files online has transformed the way the public can access the information. It is no longer necessary or reasonable to require the public to travel to a station or headquarters' office to review the public file or make copies when a centralized, online public file will allow a quick, easy and almost costless internet search.

This outdated rule that has been on the books for more than 70 years has become obsolete and no longer serves the public interest. It just makes good sense to finally eliminate the Main Studio rule and the financial and logistic burdens that accompany this unnecessary regulation. Chairman Pai is to be commended for bringing the FCC forward into the digital age by proposing to remove outdated rules to reflect today's new marketplace.