

LATIN 105.5 BATON ROUGE

KDDK-FM
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June 11, 2018

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RE: COMMENTS IN SUPPORT OF MB 18-184

To whom it may concern:

I am writing in favor of the FM Class C4/73.215 petition filed by MMTC and SSR Communications, Inc. and urge the Commission to adopt this proposal.

For eleven years KDDK(FM) has been programming a Spanish language format in Baton Rouge, the capital city of Louisiana and the home of Louisiana State University (LSU). The Baton Rouge Metro is Nielsen's 75th ranked radio market.

In the Capital City area there are billions of dollars in new industrial projects underway and reconstruction after the historic Louisiana Flood of 2016 is still ongoing. On many of these projects Latinos make up a majority of the contractors and the skilled labor force.

Implementation of the MB 18-184 proceeding would make it possible for KDDK(FM), the only Spanish language commercial FM station in Baton Rouge, to serve more of the Latino community.

With kind regards,

Ken Noble

Ken Noble, Pres. & General Manager