Regarding MB 18-184

My name is Simon Fuller, and I am the Owner of Better Broadcasting, Inc. dba. KCHE Radio in Cherokee, IA.

I fully support the FM Class C4/73.215 petition filed by SSR

Communications, Inc. and urge the Commission to adopt the complete

proposal.

In my community, we are a LOCAL radio station to much more than just Cherokee, IA. We provide weather updates several times per hour and are on call with live coverage during severe weather situations for a radius of at least 25 miles (next nearest station). We have a sports crew on the road covering high school athletics for towns 30 mile away on a weekly basis. We have a local news director who attends city and school meetings, interviews local dignitaries, helps promote for the local benefits, etc. We are LOCAL in every sense of the word because that is what makes LOCAL broadcasters relevant. The majority of the population makes radio part of their day…and local broadcasters are the ones providing the “need/want to know” information programming for their local citizens.

Radio continues to be a dominate medium and it’s been wonderful to watch how technology has allowed us to be even more mobile. The one like characteristic that I believe I share with most local broadcasters is…we focus on the local information first. Citizens come to rely on us for the “daily dose” of what’s happening in their world. And I whole-heartedly believe that the implementation of MB 18-184 would allow smaller local broadcasters to better serve their communities in the manner briefly explained above.

I ask that you consider full implementation of the MB 18-184 proceeding

without delay. Thank You kindly for your consideration.

Sincerely,

Simon Fuller

Better Broadcasting, Inc.

KCHE AM 1440 FM 92.1