



July 31, 2017

VIA HAND DELIVERY

Ms. Marlene H. Dortch
Secretary
Federal Communications Commission
445 12th Street, SW
Washington DC 20554

Re: MB Docket No. 17-105

Dear Ms. Dortch:

I, Amador Bustos, President of Bustos Media Holdings, LLC, licensee of over 20 radio stations around the country, have reviewed the Comments of Shainis & Peltzman which were filed in the above-referenced Docket. We are also familiar with the Petition for Rulemaking filed by Geo-Broadcast Solutions, RM No. 11659, which is referenced in the Shainis & Peltzman Comments.

Back in 2012 Bustos Media was licensee of KDUT. KDUT was the Salt Lake City station which hosted the first Experimental Authorization Test authorized by the Commission to support the feasibility of separate programming on the station's boosters. I saw their written report which confirmed the system test passed all of the Commission's established criteria.

Bustos Media is the sixth largest Hispanic broadcasters in the United States. Our stations broadcast primarily in Spanish, but we have stations serving other ethnic groups. We also have stations operating in Vietnamese, Chinese, Korean and Russian.

The ability to deliver different messages in different geographic areas would allow us to:

- Deliver important news, weather and other vital information in the primary language of our audience in a specific area, and
- Deliver different advertisers' messages in different languages depending on the area.

This benefits the listener, the advertiser and of course the radio station in the form of additional revenues for its survival and prosperity.

As a longtime broadcaster to multi-lingual listeners, I urge the Commission to expeditiously modify Section 74.1231(i) of the Commission's rules, allowing for origination of programming on booster facilities. As explained in the Shainis & Peltzman Comments, the public interest benefits are significant. I believe adoption of this minor rule change will turn into big benefit for all concern; without any negative impact to any other industry players. This change will also allow for a much needed boost for the radio industry in general, and concentrated ethnic communities in particular.

Respectfully requested,



Amador Bustos, President & CEO