

Date August 1st, 2017

From :LaMont Watts
To :Marlene H. Dorch
Secretary
Federal Communications Commission
445 12th st. SW
Washington DC, 20554

MB DOCKET NO. 17-105

Dear Ms. Dorch: My name is LaMont Watts. I am a partner in a nonprofit organization which owns the low power license of WJPC-LPFM Chicago.

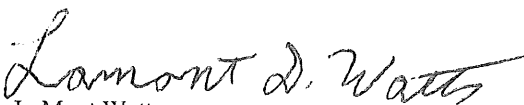
In 2006 Urban Media One files an application for WJPC. Our organization feels strongly that localized content serving a specific area of a community can be very important for the distribution of local content, emergency alerts, geographically targeted fundraising events, and other applications too numerous to mention.

I have read the proposed rule change as submitted to the FCC by shanis and Peltzman Charted. As low powered FM Broadcasters and members of the African American community in Chicago, Urban Media One would like to urge the Federal Communication Commission to adjust or amend the booster rule to allow broadcasting of separate content on a licensee's single frequency. The opportunity in Chicago and other areas for geographically targeted community messaging and advertising for commercial broadcasters represents a very potentially important and meaningful application which we expect will create additional safety for members of the community.

In addition the opportunity to have separate messaging on a single frequency which would be created by this rule change represents the potential for a significant increase in jobs for African-Americans and other minorities throughout the country.

We are familiar with a recently developed technology which can be deployed for the geographical targeted messages and we urge the FCC to modify the rule for the benefit of all citizens, advertisers and broadcasters.

Thank you



LaMont Watts
Vice President,
Urban Media One

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