

August 1, 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, Ted Koenig, President & CEO of Monroe Capital, am familiar with the Comments of Shainis & Peltzman, Chartered which were filed in the above-referenced Docket. I am also familiar with the Petition for Rulemaking filed by Geo-Broadcast Solutions, RM No. 11659, which is referenced in the Shainis & Peltzman Comments.

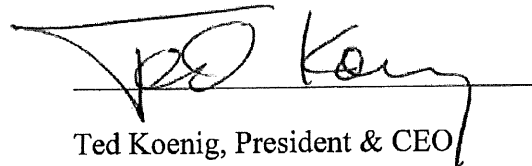
Monroe Capital is a middle market direct lending and private credit asset management firm that has been a lender and investor in the broadcast industry for over 20 years. In that capacity, I have become very familiar with the issues facing radio broadcasters in the current economic environment. After years of solid growth, radio revenue decreased by over 25% during the economic turndown in 2006-2007 due to a significant decrease in advertising in general

Since that time, radio revenues have been flat due to competition from the internet, mobile phones and cable TV.

Most local advertisers do not need to reach an entire market covered by a typical FM signal (i.e. restaurants, car dealerships). If radio stations could split their signals for short period of times to allow advertisers to target listeners in their area at a reduced cost, it would make sense that they could attract those advertisers who do not need to cover an entire market. This would enable radio stations and their advertisers to geographically target the commercials, allowing radio stations compete with TV Cable, internet and mobile.

The broadcast industry needs a solid financial structure to sustain itself and continue to be the only free delivery system for content and information. Allowing the radio broadcast industry to compete with other delivery systems with the ability to allow advertisers to geographically target their customers at a lower cost could significantly increase radio revenues.

I am in favor of the Commission taking whatever steps it deems appropriate to modify Section 74.1231(i) of the Commission's rules, allowing for origination of programming on booster facilities. I believe that adoption of this minor rule change could allow for a much needed boost for the radio industry.



Ted Koenig, President & CEO