

8/4/2017

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, Rahul Walia, am President of Touchdown Ventures, Inc licensee of several translators, have reviewed 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.

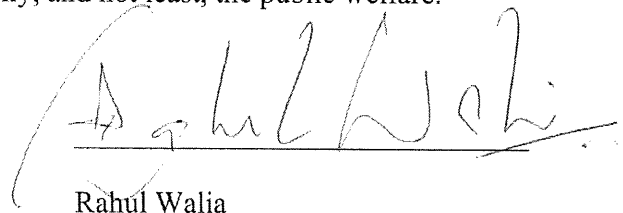
I am an Indian American and am president of Touchdown Media, Inc, which is a full service multicultural advertising and promotions firm that is the first name in multicultural marketing when it comes to Indian, South Asian, Middle Eastern and Asian American demographics in North America.

From the standpoint of both a radio station owner and also head of a multicultural advertising agency, the ability to geographically target specific areas of a market with different languages would be incredibly beneficial. We deliver news, information and advertising to listeners who often cannot speak English. The ability to separate the programming

geographically would allow us to reach listeners of Indian, Middle Eastern, South Asian and English language simultaneously, delivering often important information about weather emergencies, news bulletins, and other information that might not be otherwise delivered. .

On the radio station side, in addition to benefiting listeners by delivering unique messages in different languages, the ability to simultaneously advertise different messages, would significantly improve our revenue. This revenue increase would assist in sustaining the viability of our uniquely targeted stations, so that we can continue to deliver music, emergency information and advertising to listeners with different languages

I urge the Commission to take whatever steps it deems appropriate 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 that adoption of this minor rule change will allow for a much needed boost for the radio industry, the economy, and not least, the public welfare.

A handwritten signature in dark ink, appearing to read 'Rahul Walia', is written over a horizontal line.

Rahul Walia