

August 1, 2017

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

Received & Inspected

AUG 02 2017

FCC Mailroom

Re: MB Docket No. 17-105

Dear Ms. Dortch,

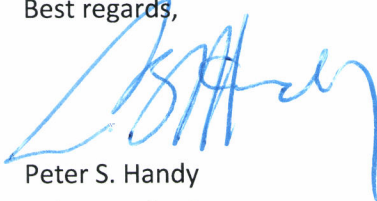
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I am writing to you today in regard to CB Docket No. 17-105. I have been a license holder of multiple radio stations over the last 20 years. Currently, I am the license holder of five radio stations in central Florida and two in the western suburbs of Chicago. Additionally, I have been in the radio industry since 1980.

I read over the comments filed by Shainis & Peltzman in regard to the above referenced docket. I am very familiar with the petition that was filed by Geo Broadcast Solutions for a potential Rulemaking (RM #11659). I think that the technology solutions that Geo Broadcast Solutions offers will be hugely beneficial to the radio industry. The ability to micro cast (narrow cast) to specific geographic targets within a station's coverage area not only improves the station's listener experience, but also allows the local advertiser to maximize its ad expenditure.

With ever increasing competition for our listeners and advertisers' time and attention, any technology that enhances the experience that local radio offers should be viewed as positive. Understanding that there is no downside to Geo Broadcast technology, I urge the Commission to move forward and accept the petition for Rulemaking #11659 that is now in front of them.

Best regards,



Peter S. Handy
Cohan Radio Group
Matrix Broadcasting
Star Media Group
Advantix Digital

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