

Longtime advertiser US Agencies instructed KDDK(FM) to remove the weeks 7/11 thru 9/12 from their 2022 3<sup>rd</sup> quarter radio buy.

In our email exchanges we received confirmation of the effectiveness of KDDK advertising.

Message from US Agencies:

Hi Ken, I hope your week has gone well. Our sales overall are down and our management has readjusted our budget and made some steep cuts therefore, please place US Agencies on hiatus effective 7/11 thru the week of 9/12.

Please confirm. Should anything change on my end, I will reach out. Thank you for your help.

KDDK's reply:

What were the results in Baton Rouge?

US Agencies response:

Results were good on KDDK. This was a companywide decision for our markets nationwide.

US Agencies gave permission for KDDK to use the information shown above.

**Ken Noble**

G.M. at [Latin 105.5 Baton Rouge](#)

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Only Spanish radio station in Baton Rouge offering an advertiser full-market coverage.

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