

STAMP & RETURN

GOODMAN

Law Offices of Jack N. Goodman

jack@jackngoodman.com

202-776-2045

202-251-7507

Fax: 202-776-2222

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FCC Office of the Secretary

April 4, 2014

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

Re: Change of Name of New Rushmore Radio, Inc.

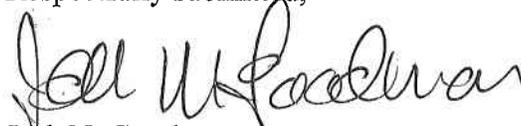
Dear Ms. Dortch:

Please be advised that New Rushmore Radio, Inc., licensee of radio stations and assignee of television stations¹ listed on the attached page has changed its name to Rushmore Media Company, Inc.

This change is of the company's name only; the ownership and control of Rushmore Media Company, Inc. is unchanged.

Should there be any questions concerning this matter, please direct them to the undersigned.

Respectfully submitted,



Jack N. Goodman

Counsel for Rushmore Media Company, Inc.

Attachment

¹ See *New Rushmore Radio, Inc. and Duhamel Broadcasting Enterprises*, DA 14-436 (rel. March 31, 2014).

Change of New Rushmore Radio, Inc. to Rushmore Media Company, Inc.

Radio stations licensed to New Rushmore Radio, Inc.:

Call Sign	Facility ID No.	Community of License
KBHB(AM)	9673	Sturgis, SD
KFXS(FM)	66821	Rapid City, SD
KKLS(AM)	61320	Rapid City, SD
KKMK(FM)	61325	Rapid City, SD
KOUT(FM)	14642	Rapid City, SD
KRCS(FM)	9668	Sturgis, SD
K252DN	9660	Spearfish, SD
K284BA	153445	Rapid City, SD
K280AJ	9659	Hill City, SD
K248BT	85678	Rapid City, SD

New Rushmore Radio, Inc. is the assignee of the following television stations:

Call Sign	Facility ID No.	Community of License
KOTA-TV	17688	Rapid City, SD
KHSD-TV	17686	Lead, SD
KSGW-TV	17680	Sheridan, WY
KDUH-TV	17683	Scottsbluff, NE
K09YI-D	167560	Gillette, WY
K09YH-D	167559	Scottsbluff, NE