



(REFERENCE COPY - Not for submission)

Commercial Broadcast Stations Non-Biennial
Ownership Report (FCC Form 323)

File Number: 0000048767 | Submit Date: 2018-03-15 | FRN: 0019417518

Purpose: Commercial Broadcast Stations Non-Biennial Ownership Report | Status: Received | Status Date:

03/15/2018 | Filing Status: Active

Section I - General Information

1. Respondent

FRN		Entity Name			
0019417518		The Hearst Family Trust			

Street Address	City (and Country if non U.S. address)	State ("NA" if non-U.S. address)	Zip Code	Phone	Email
c/o The Hearst Corporation 300 West 57th Street	New York	NY	10019	+1 (919) 839-0300	mpyak@brookspierce.com

2. Contact Representative

Name		Organization			
Mark J. Prak		Brooks, Pierce et al.			

Street Address	City (and Country if non U.S. address)	State	Zip Code	Phone	Email
150 Fayetteville Street Suite 1700	Raleigh	NC	27601	+1 (919) 839-0300	mpyak@brookspierce.com

3. Application Filing Fee

Not Applicable

4. Nature of Respondent

(a) Provide the following information about the Respondent:	
Relationship to stations/permits	Entity required to file a Form 323 because it holds an attributable interest in one or more Licensees
Nature of Respondent	Other Respondent is a Trust.

(b) Provide the following information about this report:	
Purpose	Transfer of control or assignment of license/permit

"As of" date	03/01/2018 When filing a biennial ownership report or validating and resubmitting a prior biennial ownership report, this date must be Oct. 1 of the year in which this report is filed.
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5. Licensee(s) /Permittees(s) and Station(s) /Permit(s)

Respondent is filing this report to cover the following Licensee(s)/Permittee(s) and station(s)/permit(s):

Licensee/Permittee Name	FRN
Hearst Properties Inc.	0002538445

Fac. ID No.	Call Sign	City	State	Service
35385	WCWG	LEXINGTON	NC	DTV

Section II – Non-Biennial Ownership Information

1. 47 C.F.R. Section 73.3613 and Other Documents

Licensee/Permittee Respondents should list all contracts and other instruments set forth in 47 C.F.R. Section 73.3613(a) through (c) for the facility or facilities listed on this report. In addition, attributable Local Marketing Agreements (LMAs) and attributable Joint Sales Agreements (JSAs) must be disclosed by the licensee of the brokering station on its ownership report. If the agreement is an attributable LMA, an attributable JSA, or a network affiliation agreement, check the appropriate box. Otherwise, select “Other.” Non-Licensee/Permittee Respondents should select “Not Applicable” in response to this question.

Not Applicable.

2. Ownership Interests

(a) Ownership Interests. This Question requires Respondents to enter detailed information about ownership interests by generating a series of subforms. Answer each question on each subform. The first subform listing should be for the Respondent itself. If the Respondent is not a natural person, also list each of the officers, directors, stockholders, non-insulated partners, non-insulated members, and any other persons or entities with a direct attributable interest in the Respondent pursuant to the standards set forth in 47 C.F.R. Section 73.3555. (A “direct” interest is one that is not held through any intervening companies or entities.) List each interest holder with a direct attributable interest in the Respondent separately.

Leave the percentage of total assets (Equity Debt Plus) field blank for an interest holder unless that interest holder has an attributable interest in the Respondent solely on the basis of the Commission’s Equity Debt Plus attribution standard, 47 C.F.R. Section 73.3555, Note 2(i).

In the case of vertical or indirect ownership structures, list only those interests in the Respondent that also represent an attributable interest in the Licensee(s) or Permittee(s) for which the report is being submitted.

Entities that are part of an organizational structure that includes holding companies or other forms of indirect ownership must file separate ownership reports. In such a structure do not report, or file a separate report for, any interest holder that does not have an attributable interest in the Licensee(s) or Permittee(s) for which the report is being submitted.

Please see the Instructions for further detail concerning interests that must be reported in response to this question.

The Respondent must provide an FCC Registration Number for each interest holder reported in response to this question. Please see the Instructions for detailed information and guidance concerning this requirement.

Ownership Information		
FRN	0019417518	
Entity Name	The Hearst Family Trust	
Address	PO Box	
	Street 1	c/o The Hearst Corporation
	Street 2	300 West 57th Street
	City	New York

	State ("NA" if non-U.S. address)	NY	
	Zip/Postal Code	10019	
	Country (if non-U.S. address)	United States	
Listing Type	Respondent		
Positional Interests (check all that apply)	Respondent		
Interest Percentages (enter percentage values from 0.0 to 100.0)	Voting	0.0%	Jointly Held? No
	Total assets (Equity Debt Plus)	0.0%	
Does interest holder have an attributable interest in one or more broadcast stations that do not appear on this report?			Yes

Ownership Information			
FRN	0019282532		
Name	James M. Asher		
Address	PO Box		
	Street 1	c/o The Hearst Corporation	
	Street 2	300 West 57th Street	
	City	New York	
	State ("NA" if non-U.S. address)	NY	
	Zip/Postal Code	10019	
	Country (if non-U.S. address)	United States	
Listing Type	Other Interest Holder		
Positional Interests (check all that apply)	Other - Trustee		
Interest Percentages (enter percentage values from 0.0 to 100.0)	Voting	7.7%	Jointly Held? No
	Total assets (Equity Debt Plus)	0.0%	
Does interest holder have an attributable interest in one or more broadcast stations that do not appear on this report?			Yes

Ownership Information		
FRN	0019332915	
Name	Anissa B. Balson	
Address	PO Box	
	Street 1	c/o The Hearst Corporation
	Street 2	300 West 57th Street

	City	New York	
	State ("NA" if non-U.S. address)	NY	
	Zip/Postal Code	10019	
	Country (if non-U.S. address)	United States	
Listing Type	Other Interest Holder		
Positional Interests (check all that apply)	Other - Trustee		
Interest Percentages (enter percentage values from 0.0 to 100.0)	Voting	7.7%	Jointly Held? No
	Total assets (Equity Debt Plus)	0.0%	
Does interest holder have an attributable interest in one or more broadcast stations that do not appear on this report?			Yes

Ownership Information			
FRN	0019347764		
Name	David J. Barrett		
Address	PO Box		
	Street 1	c/o The Hearst Corporation	
	Street 2	300 West 57th Street	
	City	New York	
	State ("NA" if non-U.S. address)	NY	
	Zip/Postal Code	10019	
	Country (if non-U.S. address)	United States	
Listing Type	Other Interest Holder		
Positional Interests (check all that apply)	Other - Trustee		
Interest Percentages (enter percentage values from 0.0 to 100.0)	Voting	7.7%	Jointly Held? No
	Total assets (Equity Debt Plus)	0.0%	
Does interest holder have an attributable interest in one or more broadcast stations that do not appear on this report?			Yes

Ownership Information		
FRN	0019328046	
Name	Frank A. Bennack, Jr.	
Address	PO Box	
	Street 1	c/o The Hearst Corporation

	Street 2	300 West 57th Street	
	City	New York	
	State ("NA" if non-U.S. address)	NY	
	Zip/Postal Code	10019	
	Country (if non-U.S. address)	United States	
Listing Type	Other Interest Holder		
Positional Interests (check all that apply)	Other - Trustee		
Interest Percentages (enter percentage values from 0.0 to 100.0)	Voting	7.7%	Jointly Held? No
	Total assets (Equity Debt Plus)	0.0%	
Does interest holder have an attributable interest in one or more broadcast stations that do not appear on this report?			Yes

Ownership Information			
FRN	0019347566		
Name	John G. Conomikes		
Address	PO Box		
	Street 1	c/o The Hearst Corporation	
	Street 2	300 West 57th Street	
	City	New York	
	State ("NA" if non-U.S. address)	NY	
	Zip/Postal Code	10019	
	Country (if non-U.S. address)	United States	
Listing Type	Other Interest Holder		
Positional Interests (check all that apply)	Other - Trustee		
Interest Percentages (enter percentage values from 0.0 to 100.0)	Voting	7.7%	Jointly Held? No
	Total assets (Equity Debt Plus)	0.0%	
Does interest holder have an attributable interest in one or more broadcast stations that do not appear on this report?			Yes

Ownership Information		
FRN	0021457031	
Name	Lisa H. Hagerman	
Address	PO Box	

	Street 1	c/o The Hearst Corporation	
	Street 2	300 West 57th Street	
	City	New York	
	State ("NA" if non-U.S. address)	NY	
	Zip/Postal Code	10019	
	Country (if non-U.S. address)	United States	
Listing Type	Other Interest Holder		
Positional Interests (check all that apply)	Other - Trustee		
Interest Percentages (enter percentage values from 0.0 to 100.0)	Voting	7.7%	Jointly Held? No
	Total assets (Equity Debt Plus)	0.0%	
Does interest holder have an attributable interest in one or more broadcast stations that do not appear on this report?			Yes

Ownership Information			
FRN	0019330380		
Name	George R. Hearst, III.		
Address	PO Box		
	Street 1	c/o The Hearst Corporation	
	Street 2	300 West 57th Street	
	City	New York	
	State ("NA" if non-U.S. address)	NY	
	Zip/Postal Code	10019	
	Country (if non-U.S. address)	United States	
Listing Type	Other Interest Holder		
Positional Interests (check all that apply)	Other - Trustee		
Interest Percentages (enter percentage values from 0.0 to 100.0)	Voting	7.7%	Jointly Held? No
	Total assets (Equity Debt Plus)	0.0%	
Does interest holder have an attributable interest in one or more broadcast stations that do not appear on this report?			Yes

Ownership Information	
FRN	0019346139
Name	William R. Hearst, III.

Address	PO Box		
	Street 1	c/o The Hearst Corporation	
	Street 2	300 West 57th Street	
	City	New York	
	State ("NA" if non-U.S. address)	NY	
	Zip/Postal Code	10019	
	Country (if non-U.S. address)	United States	
Listing Type	Other Interest Holder		
Positional Interests (check all that apply)	Other - Trustee		
Interest Percentages (enter percentage values from 0.0 to 100.0)	Voting	7.7%	Jointly Held? No
	Total assets (Equity Debt Plus)	0.0%	
Does interest holder have an attributable interest in one or more broadcast stations that do not appear on this report?			Yes

Ownership Information			
FRN	0019354240		
Name	Gilbert C. Maurer		
Address	PO Box		
	Street 1	c/o The Hearst Corporation	
	Street 2	300 West 57th Street	
	City	New York	
	State ("NA" if non-U.S. address)	NY	
	Zip/Postal Code	10019	
	Country (if non-U.S. address)	United States	
Listing Type	Other Interest Holder		
Positional Interests (check all that apply)	Other - Trustee		
Interest Percentages (enter percentage values from 0.0 to 100.0)	Voting	7.7%	Jointly Held? No
	Total assets (Equity Debt Plus)	0.0%	
Does interest holder have an attributable interest in one or more broadcast stations that do not appear on this report?			Yes

Ownership Information	
FRN	0019354679

Name	Mark F. Miller		
Address	PO Box		
	Street 1	c/o The Hearst Corporation	
	Street 2	300 West 57th Street	
	City	New York	
	State ("NA" if non-U.S. address)	NY	
	Zip/Postal Code	10019	
	Country (if non-U.S. address)	United States	
Listing Type	Other Interest Holder		
Positional Interests (check all that apply)	Other - Trustee		
Interest Percentages (enter percentage values from 0.0 to 100.0)	Voting	7.7%	Jointly Held? No
	Total assets (Equity Debt Plus)	0.0%	
Does interest holder have an attributable interest in one or more broadcast stations that do not appear on this report?			Yes

Ownership Information			
FRN	0019335157		
Name	Virginia Randt		
Address	PO Box		
	Street 1	c/o The Hearst Corporation	
	Street 2	300 West 57th Street	
	City	New York	
	State ("NA" if non-U.S. address)	NY	
	Zip/Postal Code	10019	
	Country (if non-U.S. address)	United States	
Listing Type	Other Interest Holder		
Positional Interests (check all that apply)	Other - Trustee		
Interest Percentages (enter percentage values from 0.0 to 100.0)	Voting	7.7%	Jointly Held? No
	Total assets (Equity Debt Plus)	0.0%	
Does interest holder have an attributable interest in one or more broadcast stations that do not appear on this report?			Yes

FRN	0019414226		
Name	Mitchell Scherzer		
Address	PO Box		
	Street 1	c/o The Hearst Corporation	
	Street 2	300 West 57th Street	
	City	New York	
	State ("NA" if non-U.S. address)	NY	
	Zip/Postal Code	10019	
	Country (if non-U.S. address)	United States	
Listing Type	Other Interest Holder		
Positional Interests (check all that apply)	Other - Trustee		
Interest Percentages (enter percentage values from 0.0 to 100.0)	Voting	7.7%	Jointly Held? No
	Total assets (Equity Debt Plus)	0.0%	
Does interest holder have an attributable interest in one or more broadcast stations that do not appear on this report?			Yes

Ownership Information			
FRN	0019327618		
Name	Steven Swartz		
Address	PO Box		
	Street 1	c/o The Hearst Corporation	
	Street 2	300 West 57th Street	
	City	New York	
	State ("NA" if non-U.S. address)	NY	
	Zip/Postal Code	10019	
	Country (if non-U.S. address)	United States	
Listing Type	Other Interest Holder		
Positional Interests (check all that apply)	Other - Trustee		
Interest Percentages (enter percentage values from 0.0 to 100.0)	Voting	7.7%	Jointly Held? No
	Total assets (Equity Debt Plus)	0.0%	
Does interest holder have an attributable interest in one or more broadcast stations that do not appear on this report?			Yes

(b) Respondent certifies that any interests, including equity, financial, or voting interests, not reported in this filing are non-attributable. If "No," submit as an exhibit an explanation.	Yes
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<p>(c) Does the Respondent or any reported interest holder hold an attributable interest in any newspaper entities in the same market as any station for which this report is filed, as defined in 47 C.F.R. Section 73.3555?</p> <p>If "<u>Yes</u>," provide information describing the interest(s), using EITHER the subform OR the spreadsheet option below. Respondents with a large number (50 or more) of entries to submit should use the spreadsheet option.</p> <p>NOTE: Spreadsheets must be submitted in a special XML Spreadsheet format with the appropriate structure that is specified in the documentation. For instructions on how to use the spreadsheet option to complete this question (including templates to start with), please Click Here.</p> <p>If using the subform, leave the percentage of total assets (Equity Debt Plus) field blank for an interest holder unless that interest holder has an attributable interest in the newspaper entity solely on the basis of the Commission's Equity Debt Plus attribution standard, 47 C.F.R. Section 73.3555, Note 2(i). If using an XML Spreadsheet, enter "NA" into the percentage of total assets (Equity Debt Plus) field for an interest holder unless that interest holder has an attributable interest in the newspaper entity solely on the basis of the Commission's Equity Debt Plus attribution standard.</p> <p>The Respondent must provide an FCC Registration Number for each interest holder reported in response to this question. Please see the Instructions for detailed information and guidance concerning this requirement.</p>	No
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(d) Are any of the individuals listed as an attributable interest holder in the Respondent married to each other or related to each other as parentchild or as siblings? If " <u>Yes</u> ," provide the following information for each such the relationship.	No
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(e) Is Respondent seeking an attribution exemption for any officer or director with duties wholly unrelated to the Licensee(s)? If " <u>Yes</u> ," complete the information in the required fields and submit an Exhibit fully describing that individual's duties and responsibilities, and explaining why that individual should not be attributed an interest.	No
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Certification	Section	Question	Response
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Authorized Party to Sign	WILLFUL FALSE STATEMENTS ON THIS FORM ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. CODE, TITLE 18, SECTION 1001), AND /OR REVOCATION OF ANY STATION LICENSE --OR CONSTRUCTION PERMIT (U.S. CODE, TITLE 47, SECTION 312(a)(1)), AND/OR FORFEITURE (U.S. CODE, TITLE 47, SECTION 503).	
Certification	I certify that I have examined this report and that to the best of my knowledge and belief, all statements in this report are true, correct and complete.	Official Title: Trustee Exact Legal Title or Name of Respondent: The Hearst Family Trust Name: James M. Asher Phone: 2126492025 03/15/2018