



(REFERENCE COPY - Not for submission)

Commercial Broadcast Stations Biennial  
Ownership Report (FCC Form 323)

File Number: 0000090540 | Submit Date: 2019-11-20 | FRN: 0023151681

Purpose: Commercial Broadcast Stations Biennial Ownership Report | Status: Received | Status Date: 11/20/2019

Filing Status: Active

Section I - General Information

1. Respondent

FRN		Entity Name			
0023151681		Florida Keys Media, L.L.C.			

Street Address	City (and Country if non U.S. address)	State ("NA" if non-U.S. address)	Zip Code	Phone	Email
1109 Hudson Lane	Monroe	LA	71201	+1 (318) 388-2323	bobh@radiopeople.com

2. Contact Representative

Name		Organization			
Charles Spencer		Hebert, Spencer, Cusimano & Fry, L.L.P.			

Street Address	City (and Country if non U.S. address)	State	Zip Code	Phone	Email
701 Laurel Street	Baton Rouge	LA	70802	+1 (225) 344-2601	CLSATTY@GMAIL.COM

3. Application Filing Fee

Question	Response
Is this application being submitted without a filing fee?	No

Fees

Application Type	Form Number	Fee Code	Quantity	Fee Amount	Subtotal
Biennial	Form 323	MAR	7	95	\$490.00
				Total	\$490.00

4. Nature of Respondent

(a) Provide the following information about the Respondent:

Relationship to stations/permits	Licensee
Nature of Respondent	Limited liability company

(b) Provide the following information about this report:

Purpose	Biennial
"As of" date	10/01/2019  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.

5. Licensee(s) and Station(s)

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

Licensee/Permittee Name	FRN
Florida Keys Media, L.L.C.	0023151681

Fac. ID No.	Call Sign	City	State	Service
11194	WEOW	KEY WEST	FL	FM
14346	WWUS	BIG PINE KEY	FL	FM
23294	WAVK	MARATHON	FL	FM
31637	WAIL	KEY WEST	FL	FM
34356	WFKZ	PLANTATION KEY	FL	FM
34363	WCNK	KEY WEST	FL	FM
60910	WCTH	PLANTATION KEY	FL	FM

Section II – Biennial Ownership Information

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

Licensee Respondents that hold authorizations for one or more full power television, AM, and/or FM stations 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 Respondents, as well as Licensee Respondents that only hold authorizations for Class A television and/or low power television stations, should select “Not Applicable” in response to this question.

Document Information

Description of contract or instrument	Articles of Organization
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<b>Parties to contract or instrument</b>	Organizational Document
<b>Date of execution</b>	08/2013
<b>Date of expiration</b>	No expiration date
<b>Agreement type</b> (check all that apply)	Other <b>Agreement Type:</b> Articles of Organization

Document Information	
<b>Description of contract or instrument</b>	Local Marketing Agreement for WKWF-AM
<b>Parties to contract or instrument</b>	Spotswood Partners II, LTD
<b>Date of execution</b>	03/2014
<b>Date of expiration</b>	02/2020
<b>Agreement type</b> (check all that apply)	Attributable LMA

## 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) 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) 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		
<b>FRN</b>	0023151681	
<b>Entity Name</b>	Florida Keys Media, L.L.C.	
<b>Address</b>	<b>PO Box</b>	
	<b>Street 1</b>	1109 Hudson Lane
	<b>Street 2</b>	
	<b>City</b>	Monroe
	<b>State ("NA" if non-U.S. address)</b>	LA
	<b>Zip/Postal Code</b>	71201
	<b>Country (if non-U.S. address)</b>	United States
<b>Listing Type</b>	Respondent	

<b>Positional Interests</b> (check all that apply)	Respondent		
<b>Tribal Nation or Tribal Entity</b>	Interest holder is not a Tribal nation or Tribal entity		
<b>Interest Percentages</b> (enter percentage values from 0.0 to 100.0)	<b>Voting</b>	0.0%	<b>Jointly Held?</b> No
	<b>Equity</b>	0.0%	
	<b>Total assets (Equity Debt Plus)</b>	0.0%	
<b>Does interest holder have an attributable interest in one or more broadcast stations that do not appear on this report?</b>			No

<b>Ownership Information</b>			
<b>FRN</b>	0019454339		
<b>Name</b>	Robert H. Holladay		
<b>Address</b>	<b>PO Box</b>		
	<b>Street 1</b>	4407 Foremast Ct.	
	<b>Street 2</b>		
	<b>City</b>	Fort Myers	
	<b>State ("NA" if non-U.S. address)</b>	FL	
	<b>Zip/Postal Code</b>	33919	
	<b>Country (if non-U.S. address)</b>	United States	
<b>Listing Type</b>	Other Interest Holder		
<b>Positional Interests</b> (check all that apply)	LC/LLC/PLLC Member, Owner		
<b>Citizenship, Gender, Ethnicity, and Race Information (Natural Persons Only)</b>	<b>Citizenship</b>	US	
	<b>Gender</b>	Male	
	<b>Ethnicity</b>	Not Hispanic or Latino	
	<b>Race</b>	White	
<b>Interest Percentages</b> (enter percentage values from 0.0 to 100.0)	<b>Voting</b>	100.0%	<b>Jointly Held?</b> No
	<b>Equity</b>	100.0%	
	<b>Total assets (Equity Debt Plus)</b>	100.0%	
<b>Does interest holder have an attributable interest in one or more broadcast stations that do not appear on this report?</b>			Yes

<b>(b) Respondent certifies that any interests, including equity, financial, or voting interests, not reported in this filing are non-attributable.</b> If "No," submit as an exhibit an explanation.	Yes
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<b>Authorized Party to Sign</b>	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).	
<b>Certification</b>	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: <b>Owner/Sole Member</b> Exact Legal Title or Name of Respondent: <b>Florida Keys Media, LLC.</b> Name: <b>Robert H. Holladay</b> Phone: <b>3183882323</b>  11/20/2019