



(REFERENCE COPY - Not for submission)

Commercial Broadcast Stations Biennial  
Ownership Report (FCC Form 323)

File Number: 0000101945 | Submit Date: 2020-01-29 | FRN: 0015050008

Purpose: Commercial Broadcast Stations Biennial Ownership Report | Status: Received | Status Date: 02/03/2020

Filing Status: Active

Section I - General Information

1. Respondent

FRN		Entity Name			
0015050008		Sun Broadcasting, Inc.			

Street Address	City (and Country if non U.S. address)	State ("NA" if non-U.S. address)	Zip Code	Phone	Email
2824 Palm Beach Boulevard	Fort Myers	FL	33916	+1 (239) 479-5524	Jim. Schwartzel@sbroadcast.com

2. Contact Representative

Name		Organization			
Joseph A. Belisle, III.		Belisle Law Firm PA			

Street Address	City (and Country if non U.S. address)	State	Zip Code	Phone	Email
PO Box 970620	Miami	FL	33197	+1 (305) 978-7675	joe@belislelaw.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	MAT	1	95	\$70.00
		MAR	6	95	\$420.00
				Total	\$490.00

4. Nature of Respondent

(a) Provide the following information about the Respondent:

Relationship to stations/permits	Licensee
Nature of Respondent	For-profit corporation

(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
Sun Broadcasting, Inc.	0015050008

Fac. ID No.	Call Sign	City	State	Service
2882	WFSX	FORT MYERS	FL	AM
41376	WLZE-LD	FORT MYERS	FL	LPD
50321	WFSX-FM	ESTERO	FL	FM
51333	WNOG	NAPLES	FL	AM
58276	WFFY	SAN CARLOS PARK	FL	FM
61504	WXCW	NAPLES	FL	DTV
66223	WXNX	SANIBEL	FL	FM
66224	WARO	NAPLES	FL	FM
67888	WANA-LD	NAPLES	FL	LPD
138791	W231DC	FORT MYERS	FL	FX
139003	W277AP	BAYSHORE	FL	FX
139101	W290DB	NAPLES	FL	FX
191422	WUVF-LD	NAPLES	FL	LPD

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 Incorporation
Parties to contract or instrument	Florida
Date of execution	06/2005
Date of expiration	No expiration date
Agreement type (check all that apply)	Other <b>Agreement Type:</b> Articles of Incorporation

Document Information	
Description of contract or instrument	Bylaws
Parties to contract or instrument	Sun Broadcasting Inc.
Date of execution	06/2005
Date of expiration	No expiration date
Agreement type (check all that apply)	Other <b>Agreement Type:</b> Bylaws

Document Information	
Description of contract or instrument	Amended and Restated Loan Agreement
Parties to contract or instrument	Suntrust Bank
Date of execution	09/2012
Date of expiration	No expiration date
Agreement type (check all that apply)	Other <b>Agreement Type:</b> Loan Agreement

Document Information	
Description of contract or instrument	Stock Pledge Agreement
Parties to contract or instrument	SunTrust Bank/Joseph C Schwartzel Irrevocable family Trust of 2011
Date of execution	09/2012
Date of expiration	No expiration date
Agreement type (check all that apply)	Other <b>Agreement Type:</b> Stock Pledge Agreement

Document Information	
Description of contract or instrument	Stock Pledge Agreement
Parties to contract or instrument	SunTrust Bank/Meridian Broadcasting Company Trust #1

<b>Date of execution</b>	02/2007
<b>Date of expiration</b>	No expiration date
<b>Agreement type</b> (check all that apply)	Other <b>Agreement Type:</b> Stock Pledge Agreement

Document Information	
<b>Description of contract or instrument</b>	Stock Pledge Agreement
<b>Parties to contract or instrument</b>	SunTrust Bank/Meridian Broadcasting Company Trust #2
<b>Date of execution</b>	02/2007
<b>Date of expiration</b>	No expiration date
<b>Agreement type</b> (check all that apply)	Other <b>Agreement Type:</b> Stock Pledge Agreement

Document Information	
<b>Description of contract or instrument</b>	Stock Pledge Agreement
<b>Parties to contract or instrument</b>	SunTrust Bank/Meridian Broadcasting Company Trust #3
<b>Date of execution</b>	02/2007
<b>Date of expiration</b>	No expiration date
<b>Agreement type</b> (check all that apply)	Other <b>Agreement Type:</b> Stock Pledge Agreement

Document Information	
<b>Description of contract or instrument</b>	Stock Pledge Agreement
<b>Parties to contract or instrument</b>	SunTrust Bank/Meridian Broadcasting Company Trust #4
<b>Date of execution</b>	02/2007
<b>Date of expiration</b>	No expiration date
<b>Agreement type</b> (check all that apply)	Other <b>Agreement Type:</b> Stock Pledge Agreement

Document Information	
<b>Description of contract or instrument</b>	Security Agreement
<b>Parties to contract or instrument</b>	Suntrust Bank
<b>Date of execution</b>	02/2007
<b>Date of expiration</b>	No expiration date
<b>Agreement type</b> (check all that apply)	Other <b>Agreement Type:</b> Security Agreement

Document Information	
<b>Description of contract or instrument</b>	Station Affiliation Agreement
<b>Parties to contract or instrument</b>	CW Network
<b>Date of execution</b>	09/2015

<b>Date of expiration</b>	09/2021
<b>Agreement type</b> (check all that apply)	Network Affiliation Agreement

Document Information	
<b>Description of contract or instrument</b>	Articles of Merger
<b>Parties to contract or instrument</b>	Sun Broadcasting Inc. and Meridian Broadcasting Inc
<b>Date of execution</b>	12/2011
<b>Date of expiration</b>	No expiration date
<b>Agreement type</b> (check all that apply)	Other <b>Agreement Type:</b> Articles of Merger

Document Information	
<b>Description of contract or instrument</b>	Articles of Correction
<b>Parties to contract or instrument</b>	Sun Broadcasting Inc
<b>Date of execution</b>	01/2012
<b>Date of expiration</b>	No expiration date
<b>Agreement type</b> (check all that apply)	Other <b>Agreement Type:</b> Articles of Correction

Document Information	
<b>Description of contract or instrument</b>	Services Agreement
<b>Parties to contract or instrument</b>	Sun Broadcasting Inc. and Fort Myers Broadcasting Company
<b>Date of execution</b>	07/2019
<b>Date of expiration</b>	06/2023
<b>Agreement type</b> (check all that apply)	Other <b>Agreement Type:</b> Services Agreement

## 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			
FRN	0015050008		
Entity Name	Sun Broadcasting, Inc.		
Address	PO Box		
	Street 1	2824 Palm Beach Boulevard	
	Street 2		
	City	Fort Myers	
	State ("NA" if non-U.S. address)	FL	
	Zip/Postal Code	33916	
	Country (if non-U.S. address)	United States	
Listing Type	Respondent		
Positional Interests (check all that apply)	Respondent		
Tribal Nation or Tribal Entity	Interest holder is not a Tribal nation or Tribal entity		
Interest Percentages (enter percentage values from 0.0 to 100.0)	Voting	0.0%	Jointly Held? No
	Equity	0.0%	
	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?			No

Ownership Information			
FRN	0022066831		
Entity Name	Joseph C. Schwartzel Irrevocable Family Trust of 2011		
Address	PO Box		
	Street 1	2824 Palm Beach boulevard	
	Street 2		
	City	Fort Myers	
	State ("NA" if non-U.S. address)	FL	
	Zip/Postal Code	33916	
	Country (if non-U.S. address)	United States	
Listing Type	Other Interest Holder		
Positional Interests (check all that apply)	Stockholder		

Tribal Nation or Tribal Entity	Interest holder is not a Tribal nation or Tribal entity		
Interest Percentages (enter percentage values from 0.0 to 100.0)	Voting	100.0%	Jointly Held? No
	Equity	50.0%	
	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?			No

Ownership Information			
FRN	0019414523		
Name	James Schwartzel		
Address	PO Box		
	Street 1	2824 Palm Beach Boulevard	
	Street 2		
	City	Fort Myers	
	State ("NA" if non-U.S. address)	FL	
	Zip/Postal Code	33916	
	Country (if non-U.S. address)	United States	
Listing Type	Other Interest Holder		
Positional Interests (check all that apply)	Officer, Director		
Citizenship, Gender, Ethnicity, and Race Information (Natural Persons Only)	Citizenship	US	
	Gender	Male	
	Ethnicity	Not Hispanic or Latino	
	Race	White	
Interest Percentages (enter percentage values from 0.0 to 100.0)	Voting	0.0%	Jointly Held? No
	Equity	0.0%	
	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?			No
(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

<p><b>(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?</b></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 <a href="#">Click Here</a>.</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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<p><b>(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?</b></p> <p>If "<u>Yes</u>," provide the following information for each such the relationship.</p>	No
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<p><b>(e) Is Respondent seeking an attribution exemption for any officer or director with duties wholly unrelated to the Licensee(s)?</b></p> <p>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.</p>	No
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3. Organizational Chart (Licensees Only)

Attach a flowchart or similar document showing the Licensee’s vertical ownership structure including the Licensee and all entities that have attributable interests in the Licensee. Licensees with a single parent entity may provide a brief explanatory textual Exhibit in lieu of a flowchart or similar document. Licensees without parent entities should so indicate in a textual Exhibit.

**Non-Licensee Respondents should select “N/A” in response to this question.**

Licensee has a single parent entity, the Joseph C Schwartzel Irrevocable Family Trust of 2011.

Section III - Certification

Certification

Section	Question	Response
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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>President</b> Exact Legal Title or Name of Respondent: <b>Sun Broadcasting Inc.</b> Name: <b>James W Schwartzel</b> Phone: <b>2393372346</b>  01/29/2020