



(REFERENCE COPY - Not for submission)

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

File Number: **0000186234** | Submit Date: **2022-03-10** | FRN: **0023422728**
Purpose: **Commercial Broadcast Stations Non-Biennial Ownership Report** | Status: **Received** | Status Date:
03/10/2022 | Filing Status: **Active**

Section I - General Information

1. Respondent

FRN	Entity Name
0030885057	La Crosse TV License Company, LLC

Street Address	City (and Country if non U.S. address)	State ("NA" if non-U.S. address)	Zip Code	Phone	Email
1925 Century Park East 10th Floor	Los Angeles	CA	90067	+1 (310) 277-3500	bob@heartlandtv.com

2. Contact Representative

Name	Organization
John M. Burgett, Esq.	Wiley Rein LLP

Street Address	City (and Country if non U.S. address)	State	Zip Code	Phone	Email
2050 M Street, N.W.	Washington	DC	20036	+1 (202) 719-4239	jburgett@wiley.law

3. Application Filing Fee

Not Applicable

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	Transfer of control or assignment of license/permit
"As of" date	02/15/2022 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)

/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	
La Crosse TV License Company, LLC			0030885057	

Fac. ID No.	Call Sign	City	State	Service
64549	WXOW	LA CROSSE	WI	DTV
64550	WQOW	EAU CLAIRE	WI	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.

Document Information	
Description of contract or instrument	Certificate of Formation, (La Crosse TV License Company, LLC)
Parties to contract or instrument	State of Delaware
Date of execution	04/2021
Date of expiration	No expiration date
Agreement type (check all that apply)	Other Agreement Type: See above.

Document Information	
Description of contract or instrument	LLC Agreement (La Crosse TV License Company, LLC)
Parties to contract or instrument	La Crosse TV, LLC
Date of execution	04/2021
Date of expiration	No expiration date
Agreement type (check all that apply)	Other Agreement Type: See above.

Document Information	
Description of contract or instrument	Certificate of Formation (La Crosse TV, LLC)
Parties to contract or instrument	State of Delaware
Date of execution	04/2021
Date of expiration	No expiration date
Agreement type (check all that apply)	Other Agreement Type: See above.

Document Information	
Description of contract or instrument	LLC Agreement (La Crosse TV, LLC)
Parties to contract or instrument	Allen Media Broadcasting Evansville III, LLC

Date of execution	04/2021
Date of expiration	No expiration date
Agreement type (check all that apply)	Other Agreement Type: See above.

Document Information	
Description of contract or instrument	Certificate of Formation (Allen Media Broadcasting Evansville III, LLC)
Parties to contract or instrument	State of Delaware
Date of execution	04/2021
Date of expiration	No expiration date
Agreement type (check all that apply)	Other Agreement Type: See above.

Document Information	
Description of contract or instrument	LLC Agreement, (Allen Media Broadcasting Evansville III, LLC)
Parties to contract or instrument	AMBE III Holdings, LLC
Date of execution	04/2021
Date of expiration	No expiration date
Agreement type (check all that apply)	Other Agreement Type: See above.

Document Information	
Description of contract or instrument	Certificate of Formation (AMBE III Holdings, LLC)
Parties to contract or instrument	State of Delaware
Date of execution	04/2021
Date of expiration	No expiration date
Agreement type (check all that apply)	Other Agreement Type: See above.

Document Information	
Description of contract or instrument	LLC Agreement (AMBE III Holdings, LLC)
Parties to contract or instrument	Allen Media Broadcasting Evansville, Inc.
Date of execution	04/2021
Date of expiration	No expiration date
Agreement type (check all that apply)	Other Agreement Type: See above.

Document Information	
Description of contract or instrument	Certificate of Incorporation, as amended 12/2014 and 08 /2019 (Allen Media Broadcasting Evansville, Inc.)
Parties to contract or instrument	State of Delaware

Date of execution	07/2014
Date of expiration	No expiration date
Agreement type (check all that apply)	Other Agreement Type: See above.

Document Information	
Description of contract or instrument	Amended and Restated Bylaws (Allen Media Broadcasting Evansville, Inc.)
Parties to contract or instrument	Allen Media Broadcasting LLC
Date of execution	07/2014
Date of expiration	No expiration date
Agreement type (check all that apply)	Other Agreement Type: See above.

Document Information	
Description of contract or instrument	Articles of Organization (Allen Media Broadcasting LLC)
Parties to contract or instrument	State of California
Date of execution	04/2019
Date of expiration	No expiration date
Agreement type (check all that apply)	Other Agreement Type: See above.

Document Information	
Description of contract or instrument	LLC Agreement (Allen Media Broadcasting LLC)
Parties to contract or instrument	Allen Media Broadcast Holdings LLC
Date of execution	04/2019
Date of expiration	No expiration date
Agreement type (check all that apply)	Other Agreement Type: See above.

Document Information	
Description of contract or instrument	Certificate of Formation (Allen Media Broadcast Holdings LLC)
Parties to contract or instrument	State of Delaware
Date of execution	06/2019
Date of expiration	No expiration date
Agreement type (check all that apply)	Other Agreement Type: See above.

Document Information	
Description of contract or instrument	LLC Agreement (Allen Media Broadcast Holdings LLC)
Parties to contract or instrument	Byron Allen Folks and Allen Media, LLC

Date of execution	06/2019
Date of expiration	No expiration date
Agreement type (check all that apply)	Other Agreement Type: See above.

Document Information	
Description of contract or instrument	Certificate of Formation (Allen Media, LLC)
Parties to contract or instrument	State of Delaware
Date of execution	01/2018
Date of expiration	No expiration date
Agreement type (check all that apply)	Other Agreement Type: See above.

Document Information	
Description of contract or instrument	LLC Agreement (Allen Media, LLC)
Parties to contract or instrument	Allen Media Holdings, LLC
Date of execution	01/2018
Date of expiration	No expiration date
Agreement type (check all that apply)	Other Agreement Type: See above.

Document Information	
Description of contract or instrument	Certificate of Formation (Allen Media Holdings, LLC)
Parties to contract or instrument	State of Delaware
Date of execution	01/2018
Date of expiration	No expiration date
Agreement type (check all that apply)	Other Agreement Type: See above.

Document Information	
Description of contract or instrument	LLC Agreement (Allen Media Holdings, LLC)
Parties to contract or instrument	Allen Media Holdings II, LLC
Date of execution	07/2021
Date of expiration	No expiration date
Agreement type (check all that apply)	Other Agreement Type: See above.

Document Information	
Description of contract or instrument	Certificate of Formation (Allen Media Holdings II, LLC)
Parties to contract or instrument	State of Delaware
Date of execution	04/2021

Date of expiration	No expiration date
Agreement type (check all that apply)	Other Agreement Type: See above.

Document Information	
Description of contract or instrument	LLC Agreement (Allen Media Holdings II, LLC)
Parties to contract or instrument	Byron Allen Folks
Date of execution	04/2021
Date of expiration	No expiration date
Agreement type (check all that apply)	Other Agreement Type: See above.

Document Information	
Description of contract or instrument	ABC Network Affiliation Agreement
Parties to contract or instrument	American Broadcasting Companies, Inc.
Date of execution	06/2018
Date of expiration	10/2022
Agreement type (check all that apply)	Network Affiliation Agreement

Document Information	
Description of contract or instrument	Decades Network Affiliation Agreement
Parties to contract or instrument	Decades Television Network
Date of execution	07/2021
Date of expiration	08/2023
Agreement type (check all that apply)	Network Affiliation Agreement

Document Information	
Description of contract or instrument	Court TV Network Affiliation Agreement
Parties to contract or instrument	Court TV Television Network
Date of execution	01/2019
Date of expiration	04/2024
Agreement type (check all that apply)	Network Affiliation Agreement

Document Information	
Description of contract or instrument	This TV Network Affiliation Agreement
Parties to contract or instrument	This TV Television Network
Date of execution	08/2021
Date of expiration	08/2024

Agreement type (check all that apply)	Network Affiliation Agreement
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Document Information	
Description of contract or instrument	True Crime Network Affiliation Agreement
Parties to contract or instrument	True Crime Television Network
Date of execution	01/2019
Date of expiration	04/2023
Agreement type (check all that apply)	Network Affiliation 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) 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	0030885057		
Entity Name	La Crosse TV License Company, LLC		
Address	PO Box		
	Street 1	1925 Century Park East	
	Street 2	10th Floor	
	City	Los Angeles	
	State ("NA" if non-U.S. address)	CA	
	Zip/Postal Code	90067	
	Country (if non-U.S. address)	United States	
Listing Type	Respondent		
Positional Interests (check all that apply)	Respondent		
Interest Percentages (enter percentage values)	Voting	0.0%	Jointly Held? No

from 0.0 to 100.0)	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	0030885032		
Entity Name	La Crosse TV, LLC		
Address	PO Box		
	Street 1	c/o 1925 Century Park East	
	Street 2	10th Floor	
	City	Los Angeles	
	State ("NA" if non-U.S. address)	CA	
	Zip/Postal Code	90067	
	Country (if non-U.S. address)	United States	
Listing Type	Other Interest Holder		
Positional Interests (check all that apply)	Stockholder		
Interest Percentages (enter percentage values from 0.0 to 100.0)	Voting	100.0%	Jointly Held? No
	Total assets (Equity Debt Plus)	%	
Does interest holder have an attributable interest in one or more broadcast stations that do not appear on this report?			No

Ownership Information		
FRN	2130011550	
Name	Byron Allen Folks	
Address	PO Box	
	Street 1	1925 Century Park East
	Street 2	
	City	Los Angeles
	State ("NA" if non-U.S. address)	CA
	Zip/Postal Code	90067
	Country (if non-U.S. address)	United States
Listing Type	Other Interest Holder	
Positional Interests (check all that apply)	Officer, Other - Sole Manager	

Interest Percentages (enter percentage values from 0.0 to 100.0)	Voting	0.0%	Jointly Held? No
	Total assets (Equity Debt Plus)		
Does interest holder have an attributable interest in one or more broadcast stations that do not appear on this report?			Yes

Ownership Information			
FRN	0019296771		
Name	Robert S. Prather		
Address	PO Box		
	Street 1	1925 Century Park East	
	Street 2		
	City	Los Angeles	
	State ("NA" if non-U.S. address)	CA	
	Zip/Postal Code	90067	
	Country (if non-U.S. address)	United States	
Listing Type	Other Interest Holder		
Positional Interests (check all that apply)	Officer		
Interest Percentages (enter percentage values from 0.0 to 100.0)	Voting	0.0%	Jointly Held? No
	Total assets (Equity Debt Plus)		
Does interest holder have an attributable interest in one or more broadcast stations that do not appear on this report?			Yes

Ownership Information		
FRN	0031647530	
Name	Andrew S. Fisher	
Address	PO Box	
	Street 1	1925 Century Park East
	Street 2	
	City	Los Angeles
	State ("NA" if non-U.S. address)	CA
	Zip/Postal Code	90067
	Country (if non-U.S. address)	United States
Listing Type	Other Interest Holder	

Positional Interests (check all that apply)	Officer		
Interest Percentages (enter percentage values from 0.0 to 100.0)	Voting	0.0%	Jointly Held? No
	Total assets (Equity Debt Plus)		
Does interest holder have an attributable interest in one or more broadcast stations that do not appear on this report?			Yes

Ownership Information			
FRN	2130011568		
Name	Mark P. DeVitre		
Address	PO Box		
	Street 1	1925 Century Park East	
	Street 2		
	City	Los Angeles	
	State ("NA" if non-U.S. address)	CA	
	Zip/Postal Code	90067	
	Country (if non-U.S. address)	United States	
Listing Type	Other Interest Holder		
Positional Interests (check all that apply)	Officer		
Interest Percentages (enter percentage values from 0.0 to 100.0)	Voting	0.0%	Jointly Held? No
	Total assets (Equity Debt Plus)		
Does interest holder have an attributable interest in one or more broadcast stations that do not appear on this report?			Yes

Ownership Information			
FRN	2130011600		
Name	Jeffrey W. Mayes		
Address	PO Box		
	Street 1	1925 Century Park East	
	Street 2		
	City	Los Angeles	
	State ("NA" if non-U.S. address)	CA	
	Zip/Postal Code	90067	
	Country (if non-U.S. address)	United States	

Listing Type	Other Interest Holder		
Positional Interests (check all that apply)	Officer		
Interest Percentages (enter percentage values from 0.0 to 100.0)	Voting	0.0%	Jointly Held? No
	Total assets (Equity Debt Plus)		
Does interest holder have an attributable interest in one or more broadcast stations that do not appear on this report?			Yes

Ownership Information			
FRN	2130011576		
Name	Carolyn Folks		
Address	PO Box		
	Street 1	1925 Century Park East	
	Street 2		
	City	Los Angeles	
	State ("NA" if non-U.S. address)	CA	
	Zip/Postal Code	90067	
	Country (if non-U.S. address)	United States	
Listing Type	Other Interest Holder		
Positional Interests (check all that apply)	Officer		
Interest Percentages (enter percentage values from 0.0 to 100.0)	Voting	0.0%	Jointly Held? No
	Total assets (Equity Debt Plus)		
Does interest holder have an attributable interest in one or more broadcast stations that do not appear on this report?			Yes

Ownership Information		
FRN	2130011584	
Name	Eric H. Gould	
Address	PO Box	
	Street 1	1925 Century Park East
	Street 2	
	City	Los Angeles
	State ("NA" if non-U.S. address)	CA
	Zip/Postal Code	90067

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

Ownership Information			
FRN	0031601693		
Name	William D. Higgs, Jr.		
Address	PO Box		
	Street 1	1925 Century Park East	
	Street 2		
	City	Los Angeles	
	State ("NA" if non-U.S. address)	CA	
	Zip/Postal Code	90067	
	Country (if non-U.S. address)	United States	
Listing Type	Other Interest Holder		
Positional Interests (check all that apply)	Officer		
Interest Percentages (enter percentage values from 0.0 to 100.0)	Voting	0.0%	Jointly Held? No
	Total assets (Equity Debt Plus)		
Does interest holder have an attributable interest in one or more broadcast stations that do not appear on this report?			Yes

Ownership Information		
FRN	2130011592	
Name	Terence Hill	
Address	PO Box	
	Street 1	1925 Century Park East
	Street 2	
	City	Los Angeles
	State ("NA" if non-U.S. address)	CA

	Zip/Postal Code	90067	
	Country (if non-U.S. address)	United States	
Listing Type	Other Interest Holder		
Positional Interests (check all that apply)	Officer		
Interest Percentages (enter percentage values from 0.0 to 100.0)	Voting	0.0%	Jointly Held? No
	Total assets (Equity Debt Plus)		
Does interest holder have an attributable interest in one or more broadcast stations that do not appear on this report?			Yes

Ownership Information			
FRN	0031606189		
Name	Thomas M. O'Brien		
Address	PO Box		
	Street 1	1925 Century Park East	
	Street 2		
	City	Los Angeles	
	State ("NA" if non-U.S. address)	CA	
	Zip/Postal Code	90067	
	Country (if non-U.S. address)	United States	
Listing Type	Other Interest Holder		
Positional Interests (check all that apply)	Officer		
Interest Percentages (enter percentage values from 0.0 to 100.0)	Voting	0.0%	Jointly Held? No
	Total assets (Equity Debt Plus)		
Does interest holder have an attributable interest in one or more broadcast stations that do not appear on this report?			Yes

Ownership Information		
FRN	0031616451	
Name	Andrew Light	
Address	PO Box	
	Street 1	1925 Century Park East
	Street 2	
	City	Los Angeles

	State ("NA" if non-U.S. address)	CA	
	Zip/Postal Code	90067	
	Country (if non-U.S. address)	United States	
Listing Type	Other Interest Holder		
Positional Interests (check all that apply)	Officer		
Interest Percentages (enter percentage values from 0.0 to 100.0)	Voting	0.0%	Jointly Held? No
	Total assets (Equity Debt Plus)		
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 "Yes," 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?	Yes
If " <u>Yes</u> ," provide the following information for each such the relationship.	

Family Relationships			
FRN	2130011576	Name	Carolyn Folks
FRN	2130011592	Name	Terence Hill
Relationship	Siblings		

Family Relationships			
FRN	2130011550	Name	Byron Allen Folks
FRN	2130011576	Name	Carolyn Folks
Relationship	Parent/Child		

(e) Is Respondent seeking an attribution exemption for any officer or director with duties wholly unrelated to the Licensee(s)?	No
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.	

Certification

Section	Question	Response
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: Vice President & Co-Secretary Exact Legal Title or Name of Respondent: La Crosse TV License Company, LLC Name: Mark DeVitre Phone: 3102773500 03/10/2022