



(REFERENCE COPY - Not for submission)

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

File Number: **0000202788** | Submit Date: **2022-10-24** | FRN: **0003757077**
Purpose: **Commercial Broadcast Stations Non-Biennial Ownership Report** | Status: **Received** | Status Date:
10/24/2022 | Filing Status: **Active**

Section I - General Information

1. Respondent

FRN	Entity Name
0003757077	Piedmont Communications, Inc.

Street Address	City (and Country if non U.S. address)	State ("NA" if non-U.S. address)	Zip Code	Phone	Email
P.O. Box 271	Orange	VA	22960	+1 (540) 672-1000	kdalton@wjmafm.com

2. Contact Representative

Name	Organization
Patrick Cross	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	pcross@brookspierce.com

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	For-profit corporation

(b) Provide the following information about this report:	
Purpose	Transfer of control or assignment of license/permit
"As of" date	10/06/2022 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
Piedmont Communications, Inc.	0003757077

Fac. ID No.	Call Sign	City	State	Service
14710	WJMA	CULPEPER	VA	FM
14711	WCVA	CULPEPER	VA	AM
41899	WOJL	LOUISA	VA	FM
54873	WVCV	ORANGE	VA	AM
73191	WKTR	EARLYSVILLE	VA	AM
139551	W237CA	CULPEPER	VA	FX
148345	W288ED	CHARLOTTESVILLE	VA	FX

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	Articles of Incorporation
Parties to contract or instrument	Commonwealth of Virginia
Date of execution	12/1992
Date of expiration	No expiration date
Agreement type (check all that apply)	Other Agreement Type: Articles of Incorporation

Document Information	
Description of contract or instrument	Bylaws
Parties to contract or instrument	Commonwealth of Virginia
Date of execution	03/1994
Date of expiration	No expiration date
Agreement type (check all that apply)	Other Agreement Type: Bylaws

Document Information	
Description of contract or instrument	Amendment to Articles of Incorporation
Parties to contract or instrument	Commonwealth of Virgina
Date of execution	02/1993
Date of expiration	No expiration date

Agreement type (check all that apply)	Other Agreement Type: Amendment to Articles of Incorporation
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Document Information	
Description of contract or instrument	Amendment to Articles of Incorporation
Parties to contract or instrument	Commonwealth of Virginia
Date of execution	03/1996
Date of expiration	No expiration date
Agreement type (check all that apply)	Other Agreement Type: Amendment to Articles of Incorporation

Document Information	
Description of contract or instrument	Amendment to Articles of Incorporation
Parties to contract or instrument	Commonwealth of Virginia
Date of execution	03/2004
Date of expiration	No expiration date
Agreement type (check all that apply)	Other Agreement Type: Amendment to Articles of Incorporation

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	0003757077	
Entity Name	Piedmont Communications, Inc.	
Address	PO Box	
	Street 1	P.O. Box 271
	Street 2	
	City	Orange

	State ("NA" if non-U.S. address)	VA	
	Zip/Postal Code	22960	
	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?			No

Ownership Information			
FRN	0021208723		
Name	Karen Bond		
Address	PO Box		
	Street 1	12598 Spicewood Road	
	Street 2		
	City	Orange	
	State ("NA" if non-U.S. address)	VA	
	Zip/Postal Code	22960	
	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	22.3%	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	0019285790	
Name	Thomas D. Bond	
Address	PO Box	
	Street 1	12598 Spicewood Road
	Street 2	

	City	Orange	
	State ("NA" if non-U.S. address)	VA	
	Zip/Postal Code	22960	
	Country (if non-U.S. address)	United States	
Listing Type	Other Interest Holder		
Positional Interests (check all that apply)	Director, Stockholder		
Interest Percentages (enter percentage values from 0.0 to 100.0)	Voting	24.1%	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	0027203959		
Entity Name	Catherine M. Gillespie Revocable Trust		
Address	PO Box		
	Street 1	260 Piedmont Street	
	Street 2		
	City	Orange	
	State ("NA" if non-U.S. address)	VA	
	Zip/Postal Code	22960	
	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	8.0%	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	0023111719	
Name	Stevan Sedwick	
Address	PO Box	
	Street 1	13475 Sedwick Lane

	Street 2		
	City	Orange	
	State ("NA" if non-U.S. address)	VA	
	Zip/Postal Code	22960	
	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	6.2%	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	0023111701		
Name	Rodney Sedwick		
Address	PO Box		
	Street 1	10470 Rapidan Road	
	Street 2		
	City	Orange	
	State ("NA" if non-U.S. address)	VA	
	Zip/Postal Code	22960	
	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	6.2%	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	0021208483	
Name	Harry B. Sedwick, III.	
Address	PO Box	

	Street 1	13595 Sedwick Lane	
	Street 2		
	City	Orange	
	State ("NA" if non-U.S. address)	VA	
	Zip/Postal Code	22960	
	Country (if non-U.S. address)	United States	
Listing Type	Other Interest Holder		
Positional Interests (check all that apply)	Officer, Director, Stockholder		
Interest Percentages (enter percentage values from 0.0 to 100.0)	Voting	7.2%	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	0021208988		
Name	Jonathan E. Cook		
Address	PO Box		
	Street 1	3901 Mill Creek Drive	
	Street 2		
	City	Annandale	
	State ("NA" if non-U.S. address)	VA	
	Zip/Postal Code	22003	
	Country (if non-U.S. address)	United States	
Listing Type	Other Interest Holder		
Positional Interests (check all that apply)	Director, Stockholder		
Interest Percentages (enter percentage values from 0.0 to 100.0)	Voting	2.3%	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	0021040142
Name	William S. Gillespie

Address	PO Box		
	Street 1	868 Broomley Circle	
	Street 2		
	City	Charlottesville	
	State ("NA" if non-U.S. address)	VA	
	Zip/Postal Code	22901	
	Country (if non-U.S. address)	United States	
Listing Type	Other Interest Holder		
Positional Interests (check all that apply)	Director, Stockholder		
Interest Percentages (enter percentage values from 0.0 to 100.0)	Voting	1.1%	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	0019289941		
Name	arthur p. stone		
Address	PO Box		
	Street 1	306 Club Road	
	Street 2		
	City	Louisa	
	State ("NA" if non-U.S. address)	VA	
	Zip/Postal Code	23093	
	Country (if non-U.S. address)	United States	
Listing Type	Other Interest Holder		
Positional Interests (check all that apply)	Officer, Director, Stockholder		
Interest Percentages (enter percentage values from 0.0 to 100.0)	Voting	19.7%	Jointly Held? Yes
	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	0019290014

Name	pamela h. stone		
Address	PO Box		
	Street 1	306 Club Road	
	Street 2		
	City	Louisa	
	State ("NA" if non-U.S. address)	VA	
	Zip/Postal Code	23093	
	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	19.7%	Jointly Held? Yes
	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
(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>(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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<p>(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?</p> <p>If "<u>Yes</u>," provide the following information for each such the relationship.</p>	Yes
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Family Relationships			
FRN	0023111701	Name	Rodney Sedwick
FRN	0021208483	Name	Harry B Sedwick , III .
Relationship	Siblings		

Family Relationships			
FRN	0023111701	Name	Rodney Sedwick
FRN	0023111719	Name	Stevan Sedwick
Relationship	Siblings		

Family Relationships			
FRN	0023111719	Name	Stevan Sedwick
FRN	0021208483	Name	Harry B Sedwick , III .
Relationship	Siblings		

Family Relationships			
FRN	0019285790	Name	Thomas D Bond
FRN	0021208723	Name	Karen Bond
Relationship	Spouses		

Family Relationships			
FRN	0019289941	Name	arthur p stone
FRN	0019290014	Name	pamela h stone
Relationship	Spouses		

<p>(e) Is Respondent seeking an attribution exemption for any officer or director with duties wholly unrelated to the Licensee(s)?</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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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: General Manager Exact Legal Title or Name of Respondent: Piedmont Communications, Inc. Name: Kevin Dalton Phone: 5406721000 10/24/2022