



(REFERENCE COPY - Not for submission)

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

File Number: 0000222788 | Submit Date: 2023-10-12 | FRN: 0033921354

Purpose: Commercial Broadcast Stations Non-Biennial Ownership Report | Status: Received | Status Date: 10/12/2023 | Filing Status: Active

Section I - General Information

1. Respondent

FRN		Entity Name			
0004985305		Shockley Broadcasting, LLC			

Street Address	City (and Country if non U.S. address)	State ("NA" if non-U.S. address)	Zip Code	Phone	Email
258 S Main Street	Fond du Lac	WI	54935	+1 (000) 000-0000	cbernier@armadamedia.com

2. Contact Representative

Name		Organization			
John Neely, Esq.		FCC counsel			

Street Address	City (and Country if non U.S. address)	State	Zip Code	Phone	Email
4 Simms Court	Kensington	MD	20895	+1 (301) 933-6304	johnsneely@yahoo.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	Limited liability company

(b) Provide the following information about this report:	
Purpose	Transfer of control or assignment of license/permit
"As of" date	10/03/2023 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
AMC Partners Rice Lake, LLC	0033921354

Fac. ID No.	Call Sign	City	State	Service
55338	WAQE	RICE LAKE	WI	AM
55339	WKFX	RICE LAKE	WI	FM
67196	WJMC	RICE LAKE	WI	AM
67197	WJMC-FM	RICE LAKE	WI	FM
85769	WAQE-FM	BARRON	WI	FM

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	0004985305	
Entity Name	Shockley Broadcasting, LLC	
Address	PO Box	
	Street 1	258 S Main Street
	Street 2	
	City	Fond du Lac
	State ("NA" if non-U.S. address)	WI

	Zip/Postal Code	54935	
	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	0011559358		
Name	Terry K. Shockley		
Address	PO Box		
	Street 1	56 Kingsley Circle	
	Street 2		
	City	Ormond Beach	
	State ("NA" if non-U.S. address)	FL	
	Zip/Postal Code	32174	
	Country (if non-U.S. address)	United States	
Listing Type	Other Interest Holder		
Positional Interests (check all that apply)	Other - Manager		
Interest Percentages (enter percentage values from 0.0 to 100.0)	Voting	30.0%	Jointly Held? No
	Total assets (Equity Debt Plus)	30.0%	
Does interest holder have an attributable interest in one or more broadcast stations that do not appear on this report?			Yes

Ownership Information			
FRN	0020030441		
Name	Sandy Shockley		
Address	PO Box		
	Street 1	56 Kingsley Circle	
	Street 2		
	City	Ormond Beach	

	State ("NA" if non-U.S. address)	FL	
	Zip/Postal Code	32174	
	Country (if non-U.S. address)	United States	
Listing Type	Other Interest Holder		
Positional Interests (check all that apply)	LC/LLC/PLLC Member		
Interest Percentages (enter percentage values from 0.0 to 100.0)	Voting	30.0%	Jointly Held? No
	Total assets (Equity Debt Plus)	30.3%	
Does interest holder have an attributable interest in one or more broadcast stations that do not appear on this report?			Yes

Ownership Information			
FRN	0020030466		
Name	Toni K. Peterson		
Address	PO Box		
	Street 1	4190 TRILLIUM LANE EAST	
	Street 2		
	City	MINNETRISTA	
	State ("NA" if non-U.S. address)	MN	
	Zip/Postal Code	55364	
	Country (if non-U.S. address)	United States	
Listing Type	Other Interest Holder		
Positional Interests (check all that apply)	LC/LLC/PLLC Member		
Interest Percentages (enter percentage values from 0.0 to 100.0)	Voting	20.0%	Jointly Held? No
	Total assets (Equity Debt Plus)	20.0%	
Does interest holder have an attributable interest in one or more broadcast stations that do not appear on this report?			Yes

Ownership Information		
FRN	0020030508	
Name	Todd L. Shockley	
Address	PO Box	
	Street 1	3231 NORTH WILTON #1
	Street 2	

	City	Chicago	
	State ("NA" if non-U.S. address)	IL	
	Zip/Postal Code	60610	
	Country (if non-U.S. address)	United States	
Listing Type	Other Interest Holder		
Positional Interests (check all that apply)	LC/LLC/PLLC Member		
Interest Percentages (enter percentage values from 0.0 to 100.0)	Voting	20.0%	Jointly Held? No
	Total assets (Equity Debt Plus)	20.0%	
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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(c) 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.	Yes
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Family Relationships			
FRN	0020030441	Name	Sandy Shockley
FRN	0020030466	Name	Toni K Peterson
Relationship	Parent/Child		

Family Relationships			
FRN	0020030466	Name	Toni K Peterson
FRN	0020030508	Name	Todd L Shockley
Relationship	Siblings		

Family Relationships			
FRN	0011559358	Name	Terry K Shockley
FRN	0020030441	Name	Sandy Shockley
Relationship	Spouses		

Family Relationships			
FRN	0011559358	Name	Terry K Shockley
FRN	0020030466	Name	Toni K Peterson

Relationship	Parent/Child
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Family Relationships			
FRN	0020030441	Name	Sandy Shockley
FRN	0020030508	Name	Todd L Shockley
Relationship	Parent/Child		

Family Relationships			
FRN	0011559358	Name	Terry K Shockley
FRN	0020030508	Name	Todd L Shockley
Relationship	Parent/Child		

<p>(d) 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: LLC Manager Exact Legal Title or Name of Respondent: Shockley Broadcasting LLC Name: Terry Shockley Phone: 0000000000 10/12/2023