



(REFERENCE COPY - Not for submission)

Commercial Broadcast Stations Biennial
Ownership Report (FCC Form 323)

File Number: 0000096885 | Submit Date: 2020-01-13 | FRN: 0002749695

Purpose: Commercial Broadcast Stations Biennial Ownership Report | Status: Received | Status Date: 01/13/2020

Filing Status: Active

Section I - General Information

1. Respondent

FRN		Entity Name			
0002749695		Heritage Broadcasting Company of Michigan			

Street Address	City (and Country if non U.S. address)	State ("NA" if non-U.S. address)	Zip Code	Phone	Email
1 Broadcast Way	Cadillac	MI	49601	+1 (231) 775-3478	KevinDunaway@9and10news.com

2. Contact Representative

Name		Organization			
Gregg P. Skall, Esq.		Womble Bond Dickinson (US) LLP			

Street Address	City (and Country if non U.S. address)	State	Zip Code	Phone	Email
1200 19th St., N.W. Suite 500	Washington	DC	20036	+1 (202) 857-4441	gregg.skall@wbd-us.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	2	95	\$140.00
				Total	\$140.00

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
Heritage Broadcasting Company of Michigan	0002749695

Fac. ID No.	Call Sign	City	State	Service
26993	WWUP-TV	SAULT STE. MARIE	MI	DTV
26994	WWTV	CADILLAC	MI	DTV
182745	WTBA-LD			LPT

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	Article of Incorporation
Parties to contract or instrument	State of Delaware
Date of execution	11/1985
Date of expiration	No expiration date

Agreement type (check all that apply)	Other Agreement Type: Article of Incorporation
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Document Information	
Description of contract or instrument	By-Laws
Parties to contract or instrument	Shareholders
Date of execution	11/1985
Date of expiration	No expiration date
Agreement type (check all that apply)	Other Agreement Type: By-Laws

Document Information	
Description of contract or instrument	Amendment to Article of Incorporation
Parties to contract or instrument	State of Delaware
Date of execution	01/1990
Date of expiration	No expiration date
Agreement type (check all that apply)	Network Affiliation Agreement

Document Information	
Description of contract or instrument	CBS Affiliation Agreement
Parties to contract or instrument	CBS, Inc.
Date of execution	10/1995
Date of expiration	08/2019
Agreement type (check all that apply)	Network Affiliation Agreement

Document Information	
Description of contract or instrument	Commercial Loan Agreement
Parties to contract or instrument	Huntington National Bank; Heritage Broadcasting Group, Inc.; MICI, Inc.
Date of execution	05/2013
Date of expiration	No expiration date
Agreement type (check all that apply)	Other Agreement Type: Commercial Loan Agreement

Document Information	
Description of contract or instrument	Term Note
Parties to contract or instrument	Huntington National Bank; Heritage Broadcasting Group, Inc.; MICI, Inc.
Date of execution	05/2013
Date of expiration	No expiration date

Agreement type (check all that apply)	Other Agreement Type: Term Note
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Document Information	
Description of contract or instrument	Revolving Line of Credit
Parties to contract or instrument	Huntington National Bank; Heritage Broadcasting Group, Inc.; MICI, Inc.
Date of execution	05/2013
Date of expiration	No expiration date
Agreement type (check all that apply)	Other Agreement Type: Revolving Line of Credit

Document Information	
Description of contract or instrument	Pledge and Security Agreement
Parties to contract or instrument	Huntington National Bank; Heritage Broadcasting Group, Inc.; MICI, Inc.
Date of execution	05/2013
Date of expiration	No expiration date
Agreement type (check all that apply)	Other Agreement Type: Pledge and Security 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	0002749695	
Entity Name	Heritage Broadcasting Company of Michigan	
Address	PO Box	
	Street 1	1 Broadcast Way
	Street 2	
	City	Cadillac

	State ("NA" if non-U.S. address)	MI	
	Zip/Postal Code	49601	
	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	0009052887		
Entity Name	Heritage Broadcasting Group, Inc.		
Address	PO Box		
	Street 1	1 Broadcast Way	
	Street 2		
	City	Cadillac	
	State ("NA" if non-U.S. address)	MI	
	Zip/Postal Code	49601	
	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	100.0%	
	Total assets (Equity Debt Plus)	100.0%	
Does interest holder have an attributable interest in one or more broadcast stations that do not appear on this report?			No

Ownership Information			

FRN	0019435601		
Name	Mario Iacobelli		
Address	PO Box		
	Street 1	1 Broadcast Way	
	Street 2		
	City	Cadillac	
	State ("NA" if non-U.S. address)	MI	
	Zip/Postal Code	49601	
	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

Ownership Information			
FRN	0019435593		
Name	Pete Iacobelli		
Address	PO Box		
	Street 1	1 Broadcast Way	
	Street 2		
	City	Cadillac	
	State ("NA" if non-U.S. address)	MI	
	Zip/Postal Code	49601	
	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

Ownership Information			
FRN	0027239334		
Name	Kevin Dunaway		
Address	PO Box		
	Street 1	1 Broadcast Way	
	Street 2		
	City	Cadillac	
	State ("NA" if non-U.S. address)	MI	
	Zip/Postal Code	49601	
	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

Ownership Information			
FRN	0019959592		
Name	Jeanne Crockett		

Address	PO Box		
	Street 1	1 Broadcast Way	
	Street 2		
	City	Cadillac	
	State ("NA" if non-U.S. address)	MI	
	Zip/Postal Code	49601	
	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	Female	
	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

Ownership Information			
FRN	0027263508		
Name	Dale D. Piske		
Address	PO Box		
	Street 1	1 Broadcast Way	
	Street 2		
	City	Cadillac	
	State ("NA" if non-U.S. address)	MI	
	Zip/Postal Code	49601	
	Country (if non-U.S. address)	United States	
Listing Type	Other Interest Holder		
Positional Interests (check all that apply)	Officer		
Citizenship, Gender, Ethnicity, and Race Information (Natural	Citizenship	US	
	Gender	Male	

Persons Only)	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
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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? If "Yes," provide the following information for each such the relationship.	Yes
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Family Relationships			
FRN	0019435601	Name	Mario Iacobelli

FRN	0019435593	Name	Pete Iacobelli
Relationship	Parent/Child		

Family Relationships			
FRN	0019435601	Name	Mario Iacobelli
FRN	0019959592	Name	Jeanne Crockett
Relationship	Parent/Child		

Family Relationships			
FRN	0019435593	Name	Pete Iacobelli
FRN	0019959592	Name	Jeanne Crockett
Relationship	Siblings		

<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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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.

File Name	Uploaded By	Attachment Type	Description
Heritage of MI Ownership Chart.pdf	Applicant	Ownership Chart	Ownership Chart

Section III - Certification

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: President Exact Legal Title or Name of Respondent: Heritage Broadcasting Company of Michigan Name: Pete Iacobelli Phone: 2317753478 01/13/2020

