



(REFERENCE COPY - Not for submission)

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

File Number: **0000116185** | Submit Date: **2020-06-15** | FRN: **0009112459**

Purpose: **Commercial Broadcast Stations Non-Biennial Ownership Report** | Status: **Received** | Status Date:  
**06/15/2020** | Filing Status: **Active**

## Section I - General Information

### 1. Respondent

FRN	Entity Name
0009112459	Saga Broadcasting, LLC

Street Address	City (and Country if non U.S. address)	State ("NA" if non-U.S. address)	Zip Code	Phone	Email
73 Kercheval Avenue	Grosse Pointe Farms	MI	48236	+1 (313) 886-7070	fcclicenses@sagacom.com

### 2. Contact Representative

Name	Organization
Gary S. Smithwick, Esq.	Smithwick & Belendiuk, P.C.

Street Address	City (and Country if non U.S. address)	State	Zip Code	Phone	Email
5028 Wisconsin Avenue, N.W. Suite 301	Washington	DC	20016	+1 (202) 363-4560	gsmithwick@fccworld.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	05/20/2020  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
Saga Broadcasting, LLC	0009112459

Fac. ID No.	Call Sign	City	State	Service
4633	KBAI	BELLINGHAM	WA	AM
34467	KGMI	BELLINGHAM	WA	AM
34469	KISM	BELLINGHAM	WA	FM
58886	KAFE	BELLINGHAM	WA	FM
58887	KPUG	BELLINGHAM	WA	AM

Licensee/Permittee Name	FRN
Franklin Communications, Inc.	0003303344

Fac. ID No.	Call Sign	City	State	Service
7111	WBCO	BUCYRUS	OH	AM
7112	WQEL	BUCYRUS	OH	FM
11277	WLVQ	COLUMBUS	OH	FM
22339	WSNY	COLUMBUS	OH	FM
30563	WNNP	RICHWOOD	OH	FM
54556	WVMX	WESTERVILLE	OH	FM
60590	WNND	PICKERINGTON	OH	FM

Licensee/Permittee Name	FRN
Tidewater Communications, LLC	0009269473

Fac. ID No.	Call Sign	City	State	Service
10649	WINA	CHARLOTTESVILLE	VA	AM
10653	WQMZ	CHARLOTTESVILLE	VA	FM
19837	WWWV	CHARLOTTESVILLE	VA	FM
39492	WQPO	HARRISONBURG	VA	FM
39493	WSVA	HARRISONBURG	VA	AM
40648	WMQR	BROADWAY	VA	FM
52394	WCNR	KESWICK	VA	FM
60105	WSIG	MOUNT JACKSON	VA	FM
67080	WNOR	NORFOLK	VA	FM
67081	WJOI	NORFOLK	VA	AM
67082	WAFX	SUFFOLK	VA	FM
72143	WHBG	HARRISONBURG	VA	AM

73935	WWRE	BRIDGEWATER	VA	FM
74161	WCVL-FM	CHARLOTTESVILLE	VA	FM
161156	WVAX	CHARLOTTESVILLE	VA	AM

Licensee/Permittee Name	FRN
Saga Communications Of Iowa, LLC	0003576667

Fac. ID No.	Call Sign	City	State	Service
7823	KOEZ	AMES	IA	FM
28882	KAZR	PELLA	IA	FM
29078	KICD	SPENCER	IA	AM
29079	KICD-FM	SPENCER	IA	FM
29080	KMRR	SPENCER	IA	FM
58533	KPSZ	DES MOINES	IA	AM
58534	KRNT	DES MOINES	IA	AM
58541	KSTZ	DES MOINES	IA	FM
58547	KIOA	DES MOINES	IA	FM

Licensee/Permittee Name	FRN
Saga Communications of Tuckessee, LLC	0005005111

Fac. ID No.	Call Sign	City	State	Service
14915	WRND	OAK GROVE	KY	FM
61253	WCVQ	FORT CAMPBELL	KY	FM
61260	WQEZ	FORT CAMPBELL	KY	AM
65202	WKFN	CLARKSVILLE	TN	AM
73970	WVVR	HOPKINSVILLE	KY	FM
83979	WZZP	HOPKINSVILLE	KY	FM

Licensee/Permittee Name	FRN
Saga Communications of South Dakota, LLC	0009269820

Fac. ID No.	Call Sign	City	State	Service
42113	KUQL	ETHAN	SD	FM
43239	KMIT	MITCHELL	SD	FM
57839	WNAX-FM	YANKTON	SD	FM
57846	WNAX	YANKTON	SD	AM

Licensee/Permittee Name	FRN
Saga South Communications, LLC	0009108051

Fac. ID No.	Call Sign	City	State	Service
737	WNDD	ALACHUA	FL	FM
1099	WYND-FM	SILVER SPRINGS	FL	FM
3969	WXST	HOLLYWOOD	SC	FM
6634	WMXZ	ISLE OF PALMS	SC	FM
11651	WCKN	MONCKS CORNER	SC	FM
24776	WAVF	HANAHAN	SC	FM
25206	WOEZ	BURTON	SC	FM
40705	WLHH	RIDGELAND	SC	FM
49910	WVSC	PORT ROYAL	SC	FM
49962	WOGK	OCALA	FL	FM
60038	WSPO	CHARLESTON	SC	AM
72201	WNDN	CHIEFLAND	FL	FM

Licensee/Permittee Name	FRN
Saga Communications of Illinois, LLC	0009269655

Fac. ID No.	Call Sign	City	State	Service
9960	WDBR	SPRINGFIELD	IL	FM
9961	WTAX	SPRINGFIELD	IL	AM
9964	WQQL	SHERMAN	IL	FM
28195	WYXY	SAVOY	IL	FM
41592	WREE	URBANA	IL	FM
58537	WYMG	CHATHAM	IL	FM
58539	WIXY	CHAMPAIGN	IL	FM
58542	WLRW	CHAMPAIGN	IL	FM
58549	WLFZ	SPRINGFIELD	IL	FM

Licensee/Permittee Name	FRN
Lakefront Communications, LLC	0009180795

Fac. ID No.	Call Sign	City	State	Service
26222	WJMR-FM	MENOMONEE FALLS	WI	FM
36370	WKLH	MILWAUKEE	WI	FM
36371	WJYI	MILWAUKEE	WI	AM
36372	WHQG	MILWAUKEE	WI	FM
67484	WNRG-FM	BROOKFIELD	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			
<b>FRN</b>	0009112459		
<b>Entity Name</b>	Saga Broadcasting, LLC		
<b>Address</b>	<b>PO Box</b>		
	<b>Street 1</b>	73 Kercheval Avenue	
	<b>Street 2</b>		
	<b>City</b>	Grosse Pointe Farms	
	<b>State ("NA" if non-U.S. address)</b>	MI	
	<b>Zip/Postal Code</b>	48236	
	<b>Country (if non-U.S. address)</b>	United States	
<b>Listing Type</b>	Respondent		
<b>Positional Interests</b> (check all that apply)	Respondent		
<b>Interest Percentages</b> (enter percentage values from 0.0 to 100.0)	<b>Voting</b>	0.0%	<b>Jointly Held?</b> No
	<b>Total assets (Equity Debt Plus)</b>	0.0%	
<b>Does interest holder have an attributable interest in one or more broadcast stations that do not appear on this report?</b>			No

**Ownership Information**

<b>FRN</b>	0019224567		
<b>Name</b>	Marcia Lobaito		
<b>Address</b>	<b>PO Box</b>		
	<b>Street 1</b>	73 Kercheval Avenue	
	<b>Street 2</b>	Suite 201	
	<b>City</b>	Grosse Pointe Farms	
	<b>State ("NA" if non-U.S. address)</b>	MI	
	<b>Zip/Postal Code</b>	48236	
	<b>Country (if non-U.S. address)</b>	United States	
<b>Listing Type</b>	Other Interest Holder		
<b>Positional Interests</b> (check all that apply)	Officer		
<b>Interest Percentages</b> (enter percentage values from 0.0 to 100.0)	<b>Voting</b>	0.0%	<b>Jointly Held?</b> No
	<b>Total assets (Equity Debt Plus)</b>	0.0%	
<b>Does interest holder have an attributable interest in one or more broadcast stations that do not appear on this report?</b>			Yes

Ownership Information			
<b>FRN</b>	0019247741		
<b>Name</b>	Samuel Bush		
<b>Address</b>	<b>PO Box</b>		
	<b>Street 1</b>	73 Kercheval Avenue	
	<b>Street 2</b>	Suite 201	
	<b>City</b>	Grosse Pointe Farms	
	<b>State ("NA" if non-U.S. address)</b>	MI	
	<b>Zip/Postal Code</b>	48236	
	<b>Country (if non-U.S. address)</b>	United States	
<b>Listing Type</b>	Other Interest Holder		
<b>Positional Interests</b> (check all that apply)	Officer		
<b>Interest Percentages</b> (enter percentage values from 0.0 to 100.0)	<b>Voting</b>	0.0%	<b>Jointly Held?</b> No
	<b>Total assets (Equity Debt Plus)</b>	0.0%	
<b>Does interest holder have an attributable interest in one or more broadcast stations that do not appear on this report?</b>			Yes

Ownership Information			
<b>FRN</b>	0003932100		
<b>Name</b>	EDWARD K. CHRISTIAN		
<b>Address</b>	<b>PO Box</b>		
	<b>Street 1</b>	73 Kercheval Avenue	
	<b>Street 2</b>	Suite 201	
	<b>City</b>	Grosse Pointe Farms	
	<b>State ("NA" if non-U.S. address)</b>	MI	
	<b>Zip/Postal Code</b>	48236	
	<b>Country (if non-U.S. address)</b>	United States	
<b>Listing Type</b>	Other Interest Holder		
<b>Positional Interests</b> (check all that apply)	Officer		
<b>Interest Percentages</b> (enter percentage values from 0.0 to 100.0)	<b>Voting</b>	0.0%	<b>Jointly Held?</b> No
	<b>Total assets (Equity Debt Plus)</b>	0.0%	
<b>Does interest holder have an attributable interest in one or more broadcast stations that do not appear on this report?</b>			Yes

Ownership Information			
<b>FRN</b>	0002750206		
<b>Entity Name</b>	Saga Communications, Inc. f/k/a Saga Communications Reincorporation, Inc. (a Florida corporation)		
<b>Address</b>	<b>PO Box</b>		
	<b>Street 1</b>	73 Kercheval Avenue	
	<b>Street 2</b>		
	<b>City</b>	Grosse Pointe Farms	
	<b>State ("NA" if non-U.S. address)</b>	MI	
	<b>Zip/Postal Code</b>	48236	
	<b>Country (if non-U.S. address)</b>	United States	
<b>Listing Type</b>	Other Interest Holder		
<b>Positional Interests</b> (check all that apply)	LC/LLC/PLLC Member		
<b>Interest Percentages</b> (enter percentage values from 0.0 to 100.0)	<b>Voting</b>	100.0%	<b>Jointly Held?</b> No
	<b>Total assets (Equity Debt Plus)</b>	100.0%	

<b>Does interest holder have an attributable interest in one or more broadcast stations that do not appear on this report?</b>	Yes
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<b>(b) Respondent certifies that any interests, including equity, financial, or voting interests, not reported in this filing are non-attributable.</b> If "No," submit as an exhibit an explanation.	Yes
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<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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<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>  If " <u>Yes</u> ," provide the following information for each such the relationship.	No
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<b>(e) Is Respondent seeking an attribution exemption for any officer or director with duties wholly unrelated to the Licensee(s)?</b>  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.	No
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**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>Treasurer</b> Exact Legal Title or Name of Respondent: <b>Saga Broadcasting, LLC</b> Name: <b>Samuel D. Bush</b> Phone: <b>3138867070</b>  06/15/2020