



(REFERENCE COPY - Not for submission)

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

File Number: 0000158280 | Submit Date: 2021-09-01 | FRN: 0028456473

Purpose: Commercial Broadcast Stations Non-Biennial Ownership Report | Status: Received | Status Date:

09/01/2021 | Filing Status: Active

Section I - General Information

1. Respondent

FRN		Entity Name			
0028456473		Allen Media Broadcasting 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			
Robert L. Hoegle		Nelson Mullins Riley & Scarborough LLP			

Street Address	City (and Country if non U.S. address)	State	Zip Code	Phone	Email
101 Constitution Avenue, NW Suite 900	Washington	DC	20001	+1 (202) 689-2816	bob.hoegle@nelsonmullins.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	09/01/2021 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

Licensee/Permittee Name	FRN
Tucson TV License Company, LLC	0030884894

Fac. ID No.	Call Sign	City	State	Service
25735	KVOA	TUCSON	AZ	DTV
25737	K28OY-D	SIERRA VISTA	AZ	LPT
35859	DK64BV	CASAS ADOBES	AZ	TX
49868	DK07KC	NUTRIOSO	AZ	TX
61289	DK11JJ	YORK, ETC.	AZ	TX
168403	K04QP-D	CASAS ADOBES	AZ	DCA

Licensee/Permittee Name	FRN
Madison TV License Company, LLC	0030884589

Fac. ID No.	Call Sign	City	State	Service
64545	WKOW	MADISON	WI	DTV

Licensee/Permittee Name	FRN
Harrisburg TV License Company, LLC	0030884464

Fac. ID No.	Call Sign	City	State	Service
73998	KPOB-TV	POPLAR BLUFF	MO	DTV
73999	WSIL-TV	HARRISBURG	IL	DTV
74000	K10KM-D	CAPE GIRARDEAU	MO	LPT

Licensee/Permittee Name	FRN
Rockford TV License Company, LLC	0030884704

Fac. ID No.	Call Sign	City	State	Service
73940	WREX	ROCKFORD	IL	DTV

Licensee/Permittee Name	FRN
Wausau TV License Company, LLC	0030884985

Fac. ID No.	Call Sign	City	State	Service
64546	WAOW	WAUSAU	WI	DTV
81503	WMOW	CRANDON	WI	DTV

Licensee/Permittee Name	FRN
Cedar-Rapids TV License Company, LLC	0030884258

Fac. ID No.	Call Sign	City	State	Service
593	KWWL	WATERLOO	IA	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.

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	0028456473	
Entity Name	Allen Media Broadcasting 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 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	0028680338		
Entity Name	Allen Media Broadcast Holdings 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	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)	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	2130011550	
Name	Byron Allen Folks	
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)	Officer		
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	2130011568		
Name	Mark P. DeVitre		
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)	Officer		
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	2130011576	
Name	Carolyn Folks	
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)	Officer		
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	2130011584		
Name	Eric H. Gould		
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)	Officer		
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	2130011592	
Name	Terence Hill	
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)	Officer		
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	2130011600		
Name	Jeffrey W. Mayes		
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	91403	
	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)	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	2130011618	
Name	Ronnie Y. Ng	
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)	Officer		
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	0019296771		
Name	Robert S. Prather		
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)	Officer		
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	0028680346	
Entity Name	Allen Media, 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	Other Interest Holder		
Positional Interests (check all that apply)	Other - indirect owner		
Interest Percentages (enter percentage values from 0.0 to 100.0)	Voting	100.0%	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	0028452878		
Entity Name	Allen Media Holdings, 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	Other Interest Holder		
Positional Interests (check all that apply)	Other - indirect owner		
Interest Percentages (enter percentage values from 0.0 to 100.0)	Voting	100.0%	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

(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 "<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	2130011550	Name	Byron Allen Folks
FRN	2130011576	Name	Carolyn Folks
Relationship	Parent/Child		

Family Relationships			
FRN	2130011576	Name	Carolyn Folks
FRN	2130011592	Name	Terence Hill
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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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.	<p>Official Title: Vice President</p> <p>Exact Legal Title or Name of Respondent: Allen Media Broadcasting LLC</p> <p>Name: Mark DeVitre</p> <p>Phone: 3102773500</p> <p>09/01/2021</p>