



(REFERENCE COPY - Not for submission)

# Amendment to a Commercial Broadcast Stations Biennial Ownership Report

File Number: **0000170540** | Submit Date: **2021-11-29** | FRN: **0003756566**  
Purpose: **Commercial Broadcast Stations Biennial Ownership Report Amendment** | Status: **Superceded** | Status Date:  
**11/30/2021** | Filing Status: **InActive**

Section I - General Information

1. Respondent

FRN	Entity Name
0003756566	Rapid Broadcasting Company

Street Address	City (and Country if non U.S. address)	State ("NA" if non-U.S. address)	Zip Code	Phone	Email
P.O. Box 2860	Rapid City	SD	57709	+1 (605) 343-1966	jsimpson@newscenter1.com

2. Contact Representative

Name	Organization
Dan Kirkpatrick	Baker & Hostetler LLP

Street Address	City (and Country if non U.S. address)	State	Zip Code	Phone	Email
1050 Connecticut Avenue, NW Suite 1100	Washington	DC	20036	+1 (202) 861-1758	dkirkpatrick@bakerlaw.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
				Total	

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	10/01/2021  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.
Reason for Amendment	Add information regarding Network Affiliation Agreements

5. Licensee(s) and Station(s)

Respondent is filing this report to cover the following Licensee(s) and station(s):

Licensee/Permittee Name	FRN
Rapid Broadcasting Company	0003756566

Fac. ID No.	Call Sign	City	State	Service
23491	KKRA-LP	RAPID CITY	SD	LPA
63720	K22AD	GILLETTE	WY	LPA
66654	KWBH-LP	RAPID CITY	SD	LPA
71538	K35MW-D	LEAD	SD	LPD
81464	KNBN	RAPID CITY	SD	DTV

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	Articles of Incorporation
Parties to contract or instrument	Rapid Broadcasting Company
Date of execution	03/1996

<b>Date of expiration</b>	No expiration date
<b>Agreement type</b> (check all that apply)	Other <b>Agreement Type:</b> Articles of Incorporation

Document Information	
<b>Description of contract or instrument</b>	Bylaws
<b>Parties to contract or instrument</b>	Rapid Broadcasting Company
<b>Date of execution</b>	03/1996
<b>Date of expiration</b>	No expiration date
<b>Agreement type</b> (check all that apply)	Other <b>Agreement Type:</b> Bylaws

Document Information	
<b>Description of contract or instrument</b>	Certificate of Incorporation
<b>Parties to contract or instrument</b>	State of South Dakota
<b>Date of execution</b>	03/1996
<b>Date of expiration</b>	No expiration date
<b>Agreement type</b> (check all that apply)	Other <b>Agreement Type:</b> Certificate of Incorporation

Document Information	
<b>Description of contract or instrument</b>	Certificate of Amendment
<b>Parties to contract or instrument</b>	State of South Dakota
<b>Date of execution</b>	12/1999
<b>Date of expiration</b>	No expiration date
<b>Agreement type</b> (check all that apply)	Other <b>Agreement Type:</b> Certificate of Amendment

Document Information	
<b>Description of contract or instrument</b>	NBC Affiliation Agreement Proposal
<b>Parties to contract or instrument</b>	NBC Television Network, a division of NBC Universal Media
<b>Date of execution</b>	11/2020
<b>Date of expiration</b>	12/2023
<b>Agreement type</b> (check all that apply)	Network Affiliation Agreement

Document Information	
<b>Description of contract or instrument</b>	Program Delivery and License Agreement (MyNet)
<b>Parties to contract or instrument</b>	Master Distribution Service, Inc.
<b>Date of execution</b>	05/2009
<b>Date of expiration</b>	05/2022

<b>Agreement type</b> (check all that apply)	Network Affiliation Agreement
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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	0003756566		
Entity Name	Rapid Broadcasting Company		
Address	PO Box		
	Street 1	P.O. Box 2860	
	Street 2		
	City	Rapid City	
	State ("NA" if non-U.S. address)	SD	
	Zip/Postal Code	57709	
	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	0019320464		
Name	Gilbert D. Moyle, III.		
Address	PO Box	2860	
	Street 1		
	Street 2		
	City	Rapid City	
	State ("NA" if non-U.S. address)	SD	
	Zip/Postal Code	57709	
	Country (if non-U.S. address)	United States	
Listing Type	Other Interest Holder		
Positional Interests (check all that apply)	Stockholder		
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	13.0%	Jointly Held? No
	Equity	13.0%	
	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	0019320506		
Name	Clark D. Moyle		
Address	PO Box	2860	
	Street 1		
	Street 2		
	City	Rapid City	
	State ("NA" if non-U.S. address)	SD	
	Zip/Postal Code	57709	
	Country (if non-U.S. address)	United States	
Listing Type	Other Interest Holder		
Positional Interests (check all that apply)	Stockholder		

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	13.0%	Jointly Held? No
	Equity	13.0%	
	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	0019320308		
Name	James F. Simpson		
Address	PO Box		
	Street 1	23646 Wilderness Canyon Road	
	Street 2		
	City	Rapid City	
	State ("NA" if non-U.S. address)	SD	
	Zip/Postal Code	57702	
	Country (if non-U.S. address)	United States	
Listing Type	Other Interest Holder		
Positional Interests (check all that apply)	Officer, Director, Stockholder		
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	11.0%	Jointly Held? No
	Equity	11.0%	
	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?			Yes

Ownership Information	
FRN	0019320365

Name	Suzanne M. Gabrielson		
Address	PO Box		
	Street 1	5160 Jake Road	
	Street 2		
	City	Rapid City	
	State ("NA" if non-U.S. address)	SD	
	Zip/Postal Code	57702	
	Country (if non-U.S. address)	United States	
Listing Type	Other Interest Holder		
Positional Interests (check all that apply)	Officer, Director, Stockholder		
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	2.0%	Jointly Held? No
	Equity	2.0%	
	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	0019320381		
Name	Scott Barbour		
Address	PO Box	920	
	Street 1		
	Street 2		
	City	Rapid City	
	State ("NA" if non-U.S. address)	SD	
	Zip/Postal Code	57709	
	Country (if non-U.S. address)	United States	
Listing Type	Other Interest Holder		
Positional Interests (check all that apply)	Officer, Director, Stockholder		
Citizenship, Gender,	Citizenship	US	

Ethnicity, and Race Information (Natural Persons Only)	Gender	Male	
	Ethnicity	Not Hispanic or Latino	
	Race	White	
Interest Percentages (enter percentage values from 0.0 to 100.0)	Voting	12.0%	Jointly Held? No
	Equity	12.0%	
	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	0019320399		
Name	Leeann Rieman		
Address	PO Box	2062	
	Street 1		
	Street 2		
	City	Rapid City	
	State ("NA" if non-U.S. address)	SD	
	Zip/Postal Code	57709	
	Country (if non-U.S. address)	United States	
Listing Type	Other Interest Holder		
Positional Interests (check all that apply)	Stockholder		
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	12.0%	Jointly Held? No
	Equity	12.0%	
	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	0019320407
Name	Frank Simpson



Address	PO Box		
	Street 1	1901 Harmony Heights Lane	
	Street 2		
	City	Rapid City	
	State ("NA" if non-U.S. address)	SD	
	Zip/Postal Code	57702	
	Country (if non-U.S. address)	United States	
Listing Type	Other Interest Holder		
Positional Interests (check all that apply)	Stockholder		
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	8.0%	Jointly Held? No
	Equity	8.0%	
	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	0027125541		
Name	Peter C. Lien		
Address	PO Box	440	
	Street 1		
	Street 2		
	City	Rapid City	
	State ("NA" if non-U.S. address)	SD	
	Zip/Postal Code	57709	
	Country (if non-U.S. address)	United States	
Listing Type	Other Interest Holder		
Positional Interests (check all that apply)	Officer, Director, Stockholder		
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	2.0%	Jointly Held? No
	Equity	2.0%	
	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	0021279039		
Name	Aloysius P. Rieman, III.		
Address	PO Box	2062	
	Street 1		
	Street 2		
	City	Rapid City	
	State ("NA" if non-U.S. address)	SD	
	Zip/Postal Code	57709	
	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)		
Does interest holder have an attributable interest in one or more broadcast stations that do not appear on this report?			No

Ownership Information		
FRN	0027125582	
Name	E. S. Mentele	
Address	PO Box	2860

	<div>Street 1</div>		
	<div>Street 2</div>		
	<div>City</div>	Rapid City	
	<div>State ("NA" if non-U.S. address)</div>	SD	
	<div>Zip/Postal Code</div>	57709	
	<div>Country (if non-U.S. address)</div>	United States	
<div>Listing Type</div>	Other Interest Holder		
<div>Positional Interests (check all that apply)</div>	Officer, Director		
<div>Citizenship, Gender, Ethnicity, and Race Information (Natural Persons Only)</div>	<div>Citizenship</div>	US	
	<div>Gender</div>	Male	
	<div>Ethnicity</div>	Not Hispanic or Latino	
	<div>Race</div>	White	
<div>Interest Percentages (enter percentage values from 0.0 to 100.0)</div>	<div>Voting</div>	0.0%	<div>Jointly Held?</div> <div>No</div>
	<div>Equity</div>	0.0%	
	<div>Total assets (Equity Debt Plus)</div>		
<div>Does interest holder have an attributable interest in one or more broadcast stations that do not appear on this report?</div>			<div>No</div>
<div>(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.</div>			<div>Yes</div>

<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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<p><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></p> <p>If "<u>Yes</u>," provide the following information for each such the relationship.</p>	Yes
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Family Relationships			
FRN	0019320365	Name	Suzanne M Gabrielson
FRN	0027125541	Name	Peter C Lien
Relationship	Siblings		

Family Relationships			
FRN	0019320381	Name	Scott Barbour
FRN	0019320399	Name	Leeann Rieman
Relationship	Siblings		

Family Relationships			
FRN	0019320308	Name	James F Simpson
FRN	0019320407	Name	Frank Simpson
Relationship	Parent/Child		

Family Relationships			
FRN	0019320464	Name	Gilbert D Moyle , III .
FRN	0019320506	Name	Clark D Moyle
Relationship	Siblings		

Family Relationships			
FRN	0021279039	Name	Aloysius P Rieman , III .
FRN	0019320399	Name	Leeann Rieman
Relationship	Spouses		

<p><b>(e) Is Respondent seeking an attribution exemption for any officer or director with duties wholly unrelated to the Licensee(s)?</b></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.**

Licensee has no parent entity.

### 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: <b>Vice President</b> Exact Legal Title or Name of Respondent: <b>Rapid Broadcasting Company</b> Name: <b>James F Simpson</b> Phone: <b>6053431966</b>  11/29/2021