



(REFERENCE COPY - Not for submission)

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

File Number: **0000227491** | Submit Date: **2023-11-22** | FRN: **0004989182**

Purpose: **Commercial Broadcast Stations Biennial Ownership Report** | Status: **Received** | Status Date: **11/22/2023**

Filing Status: **Active**

## Section I - General Information

### 1. Respondent

FRN	Entity Name
0019167139	Mississippi River Radio LLC

Street Address	City (and Country if non U.S. address)	State ("NA" if non-U.S. address)	Zip Code	Phone	Email
5589 Greenwich Road Suite 200- C	Virginia Beach	VA	23462	+1 (757) 437- 9800	dwilhelm@maxmediallc. com

### 2. Contact Representative

Name	Organization
Melodie A. Virtue	Foster Garvey PC

Street Address	City (and Country if non U.S. address)	State	Zip Code	Phone	Email
1000 Potomac Street, NW Suite 200	Washington	DC	20007- 3501	+1 (202) 298- 2527	melodie.virtue@foster. 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	Biennial
"As of" date	10/01/2023  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)  
and Station(s)**

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

Licensee/Permittee Name	FRN
MRR LICENSE LLC	0010038610

Fac. ID No.	Call Sign	City	State	Service
365	KJEZ	POPLAR BLUFF	MO	FM
4153	KMAL	MALDEN	MO	AM
4154	KLSC	MALDEN	MO	FM
6015	KWOC	POPLAR BLUFF	MO	AM
6016	KKLR-FM	POPLAR BLUFF	MO	FM
6647	WXLT	CHRISTOPHER	IL	FM
19058	WJPF	HERRIN	IL	AM
35605	KSIM	SIKESTON	MO	AM
39520	WUEZ	CARTERVILLE	IL	FM
64621	KCGQ-FM	GORDONVILLE	MO	FM
64622	KGIR	CAPE GIRARDEAU	MO	AM
65949	WCIL-FM	CARBONDALE	IL	FM
65950	WCIL	CARBONDALE	IL	AM
74580	KEZS-FM	CAPE GIRARDEAU	MO	FM
74581	WOOZ-FM	HARRISBURG	IL	FM
74582	KZIM	CAPE GIRARDEAU	MO	AM
78626	KGKS	SCOTT CITY	MO	FM

**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.

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) 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			
<b>FRN</b>	0019167139		
<b>Entity Name</b>	Mississippi River Radio LLC		
<b>Address</b>	<b>PO Box</b>		
	<b>Street 1</b>	5589 Greenwich Road	
	<b>Street 2</b>	Suite 200-C	
	<b>City</b>	Virginia Beach	
	<b>State ("NA" if non-U.S. address)</b>	VA	
	<b>Zip/Postal Code</b>	23462	
	<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>Tribal Nation or Tribal Entity</b>	Interest holder is not a Tribal nation or Tribal entity		
<b>Interest Percentages</b> (enter percentage values from 0.0 to 100.0)	<b>Voting</b>	0.0%	<b>Jointly Held?</b> No
	<b>Equity</b>	0.0%	
	<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>	0019243880		
<b>Name</b>	Aubrey E. Loving, Jr.		
<b>Address</b>	<b>PO Box</b>		
	<b>Street 1</b>	5589 Greenwich Road	
	<b>Street 2</b>	Suite 200-C	
	<b>City</b>	Virginia Beach	
	<b>State ("NA" if non-U.S. address)</b>	VA	

	<b>Zip/Postal Code</b>	23462	
	<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)	Other - Manager		
<b>Citizenship, Gender, Ethnicity, and Race Information (Natural Persons Only)</b>	<b>Citizenship</b>	US	
	<b>Gender</b>	Male	
	<b>Ethnicity</b>	Not Hispanic or Latino	
	<b>Race</b>	White	
<b>Interest Percentages</b> (enter percentage values from 0.0 to 100.0)	<b>Voting</b>	0.0%	<b>Jointly Held?</b> No
	<b>Equity</b>	0.0%	
	<b>Total assets (Equity Debt Plus)</b>		
<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>	0019243922		
<b>Name</b>	David J. Wilhelm		
<b>Address</b>	<b>PO Box</b>		
	<b>Street 1</b>	5589 Greenwich Road	
	<b>Street 2</b>	Suite 200-C	
	<b>City</b>	Virginia Beach	
	<b>State ("NA" if non-U.S. address)</b>	VA	
	<b>Zip/Postal Code</b>	23462	
	<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, Other - VP/CFO/Secretary/Manager		
<b>Citizenship, Gender, Ethnicity, and Race Information (Natural Persons Only)</b>	<b>Citizenship</b>	US	
	<b>Gender</b>	Male	
	<b>Ethnicity</b>	Not Hispanic or Latino	
	<b>Race</b>	White	
<b>Interest Percentages</b> (enter percentage values from 0.0 to 100.0)	<b>Voting</b>	0.0%	<b>Jointly Held?</b> No
	<b>Equity</b>	0.0%	

	<b>Total assets (Equity Debt Plus)</b>	
<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>	0019243914		
<b>Name</b>	John A. Trinder		
<b>Address</b>	<b>PO Box</b>		
	<b>Street 1</b>	5589 Greenwich Road	
	<b>Street 2</b>	Suite 200-C	
	<b>City</b>	Virginia Beach	
	<b>State ("NA" if non-U.S. address)</b>	VA	
	<b>Zip/Postal Code</b>	23462	
	<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, Other - CEO/Manager		
<b>Citizenship, Gender, Ethnicity, and Race Information (Natural Persons Only)</b>	<b>Citizenship</b>	US	
	<b>Gender</b>	Male	
	<b>Ethnicity</b>	Not Hispanic or Latino	
	<b>Race</b>	White	
<b>Interest Percentages</b> (enter percentage values from 0.0 to 100.0)	<b>Voting</b>	0.0%	<b>Jointly Held?</b> No
	<b>Equity</b>	0.0%	
	<b>Total assets (Equity Debt Plus)</b>		
<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>	0019168863		
<b>Entity Name</b>	Max Broadcast Group LLC		
<b>Address</b>	<b>PO Box</b>		
	<b>Street 1</b>	5589 Greenwich Road	
	<b>Street 2</b>	Suite 200-C	
	<b>City</b>	Virginia Beach	
	<b>State ("NA" if non-U.S. address)</b>	VA	

	<b>Zip/Postal Code</b>	23462	
	<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, Owner		
<b>Tribal Nation or Tribal Entity</b>	Interest holder is not a Tribal nation or Tribal entity		
<b>Interest Percentages</b> (enter percentage values from 0.0 to 100.0)	<b>Voting</b>	80.0%	<b>Jointly Held?</b> No
	<b>Equity</b>	80.0%	
	<b>Total assets (Equity Debt Plus)</b>		
<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>	0021307277		
<b>Entity Name</b>	Rust Radio Investment, L.L.C.		
<b>Address</b>	<b>PO Box</b>		
	<b>Street 1</b>	301 Broadway	
	<b>Street 2</b>	P. O. Box 699	
	<b>City</b>	Cape Girardeau	
	<b>State ("NA" if non-U.S. address)</b>	MO	
	<b>Zip/Postal Code</b>	63702-0699	
	<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>Tribal Nation or Tribal Entity</b>	Interest holder is not a Tribal nation or Tribal entity		
<b>Interest Percentages</b> (enter percentage values from 0.0 to 100.0)	<b>Voting</b>	20.0%	<b>Jointly Held?</b> No
	<b>Equity</b>	20.0%	
	<b>Total assets (Equity Debt Plus)</b>		
<b>Does interest holder have an attributable interest in one or more broadcast stations that do not appear on this report?</b>			No

<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) 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>	No
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<p><b>(d) 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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**Certification**

Section	Question	Response
<p><b>Authorized Party to Sign</b></p>	<p>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).</p>	
<p><b>Certification</b></p>	<p>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>	<p>Official Title: <b>VP/CFO/Secretary</b>  Exact Legal Title or Name of Respondent: <b>Mississippi River Radio LLC</b>  Name: <b>David J. Wilhelm</b>  Phone: <b>7574399800</b></p> <p>11/22/2023</p>