

# (REFERENCE COPY - Not for submission)

# Transfers

Lead File Number: 0000145256	Submit Date: 06/02/2021 Lead Call Si	gn: WMRS FRN: 00	08712770
Service: Full Power FM Purp	DSE: Transfer of Control Amendment	Status: Superceded	Status Date: 07/13/2021
Filing Status: Inactive			

General Information	Section	Question	Response
	Attachments	Are attachments (other than associated schedules) being filed with this application?	Yes

# Fees, Waivers, and Exemptions

Authorizations to be Transferred

Section	Question	Response
Fees	Is the applicant exempt from FCC application Fees?	No
	Indicate reason for fee exemption:	
Waivers	Does this filing request a waiver of the Commission's rule(s)?	No
	Total number of rule sections involved in this waiver request:	

Transfer Type	Question	Response
Is this application a pro forma Transfer of Control? By answering "Yes" the Applicant certifies that the use transaction?	Is this application a pro forma Transfer of Control?	No
	By answering "Yes" the Applicant certifies that the use of short form pro forma application is appropriate for this transaction?	
	Is the Transfer Voluntary or Involuntary:	

# Selected Call Signs

# Call SignFacility IDFile NumberServiceCity, StateWMRS240910000145256FMMONTICELLO, IN

Transfer	Question	Response
Questions	Were any of the authorizations that are the subject of this application obtained through the Commission's competitive bidding procedures (see 47 C.F.R. Sections 1.2111(a) and 73.5000)?	No
	Were any of the authorizations that are the subject of this application obtained through the Commission's point system for reserved channel noncommercial educational stations (see 47 C.F.R. Sections 73.7001 and 73.7003)?	No
	Have all such stations operated for at least 4 years with a minimum operating schedule since grant pursuant to the point system?	
	Were any of the authorizations that are the subject of this application obtained after award of a dispositive Section 307(b) preference using the Tribal Priority, through Threshold Qualifications procedures, or through the Tribal Priority as applied before the NCE fair distribution analysis set forth in 47 C.F.R. § 73.7002(b)?	No
	Have all such stations operated for at least 4 years with a minimum operating schedule since grant?	
	Do both the transferor and transferee qualify for the Tribal Priority in all respects?	

LPFM Licenses Only: Has it been at least 18 months since the initial construction permit for the LPFM station was granted?

LPFM Licenses Only: Does the assignment of the LPFM authorization satisfy the consideration restrictions of 47 CFR Section 73.865(a)(1)?

LPFM Licenses Only: Were any of the LPFM authorizations that are subject to this application obtained through the Commission's point system for low power FM stations (see 47 CFR Section 73.872)?

If yes to question above, have all such LPFM stations operated for at least four years since grant pursuant to the point system?" (options – Y/N. If Yes, nothing further required. No requires attachment as follows) "If no to new sub question, list pertinent authorizations in an Exhibit and include in the Exhibit a showing that the transaction is consistent with the requirements of 47 CFR Section 73.865(a)(3).

#### Licensee /Permittee Information

#### Licensee/Permittee Name, Type, and Contact Information

Licensee/Permittee	Address	Phone	Email	FRN
MONTICELLO COMMUNITY RADIO, INC. Doing Business As: WMRS Radio	Laura L. Page 132 N. MAIN STREET MONTICELLO, IN 47960 United States	+1 (574) 870- 1554	laura@wmrsradio. com	0008712770

Licensee /Permittee Contact Representatives (1)

Licensee

/Permittee Legal Certifications

Contact Name	Address	Phone	Email	Contact Type
Laura Lee Page	Laura Page	+1 (574) 583-	laura@wmrsradio.	Legal
President	WMRS Radio	8933	com	Representative
Monticello Community Radio,	132 North Main			
Inc	Street			
	Monticello, IN 47960			
	United States			

Section	Question	Response	
Agreements for Transfer Control of Station	Licensee/Permittee certifies that: (i) it has placed its public inspection file(s) and submitted to the Commission as an Exhibit to this application copies of all agreements for the transfer of the station(s); (ii) these documents embody the complete and final understanding between Transferor and Transferee; and (iii) these agreements comply fully with the Commission's rules and policies	Yes	
Other Authorizations	Please upload an attachment detailing the call signs, locations, and facility identifiers of all other broadcast stations in which Licensee/Permittee or any party to the application has an attributable interest.		
Character Issues	Licensee/Permittee certifies that neither licensee/permittee nor any party to the application has or has had any interest in, or connection with: (a) any broadcast application in any proceeding where character issues were left unresolved or were resolved adversely against the applicant or any party to the application or (b) any pending broadcast application in which character issues have been raised	Yes	

Adverse Findings	Licensee/Permittee certifies that, with respect to the Licensee/Permittee and each party to the application, no adverse finding has been made, nor has an adverse final action been taken by any court or administrative body in a civil or criminal proceeding brought under the provisions of any law related to any of the following: any felony; mass media-related antitrust or unfair competition; fraudulent statements to another governmental unit; or discrimination.	Yes
Local Public Notice	Licensee/Permittee certifies that it has or will comply with the public notice requirements of 47 C.F.R. Section 73.3580.	Yes
Auction Authorization	Licensee/Permittee certifies that more than five years have passed since the issuance of the construction permit for the station being assigned, where that permit was acquired in an auction through the use of a bidding credit or other special measure.	N/A
Anti-Discrimination Certification	Licensee/Permittee certifies that neither licensee/permittee nor any party to the application have violated the Commission's prohibition against discrimination on the basis of race, color, religion, national origin or sex in the sale of commercially operated AM, FM, TV, Class A TV or international broadcast stations.	Yes

#### Transferor Information

# Transferor Name, Type, and Contact Information

Transferor	Туре	Address	Phone	Email	FRN
MONTICELLO COMMUNITY RADIO, INC. Doing Business As: WMRS Radio	Corporation	Laura L Page 132 North Main Street MONTICELLO, IN 47960	+1 (574) 583- 8933	laura@wmrsradio. com	0008712770
MONTICELLO COMMUNITY RADIO, INC. Doing Business As: WMRS Radio	Corporation	Laura L. Page 132 N. MAIN STREET MONTICELLO, IN 47960	+1 (574) 870- 1554	laura@wmrsradio. com	0008712770

Transferor
Contact
Representatives
(1)

Contact Name	Address	Phone	Email	Contact Type
Laura Lee Page President Monticello Community Radio, Inc.	Laura Page WMRS Radio 132 North Main Street Monticello, IN 47960	+1 (574) 583- 8933	laura@wmrsradio. com	Legal Representative
	United States			

Transferor Legal	Section	Question	Response
Certifications	Agreements for Transfer Control of Station	Transferor certifies that: (i) it has placed in Transferor's public inspection file(s) and submitted to the Commission as an Exhibit to this application copies of all agreements for the assignment /transfer of the station(s); (ii) these documents embody the complete and final understanding between Transferor and Transferee; and (iii) these agreements comply fully with the Commission's rules and policies	

	If the transaction is involuntary, the Transferor certifies that	
	court orders or other authorizing documents have been	
	issued and that it has placed in the licensee's/permittee's	
	public inspection file(s) and submitted to the Commission	
	copies of such court orders or other authorizing documents.	
Character Issues	Transferor certifies that neither transferor nor any party to	
	the application has or has had any interest in, or connection with:	
	(a) any broadcast application in any proceeding where	
	character issues were left unresolved or were resolved	
	adversely against the applicant or any party to the	
	application or	
	(b) any pending broadcast application in which character	
	issues have been raised	
Adverse Findings	Transferor certifies that, with respect to the Transferor and	
	each party to the application, no adverse finding has been	
	made, nor has an adverse final action been taken by any	
	court or administrative body in a civil or criminal proceeding	
	brought under the provisions of any law related to any of the	
	following: any felony; mass media-related antitrust or unfair	
	competition; fraudulent statements to another governmental	
	unit; or discrimination.	
Local Public Notice	Transferor certifies that it has or will comply with the public	
	notice requirements of 47 C.F.R. Section 73.3580.	
Auction Authorization	Transferor certifies that more than five years have passed	
	since the issuance of the construction permit for the station	
	being assigned, where that permit was acquired in an	
	auction through the use of a bidding credit or other special	
	measure.	
Anti-Discrimination	Transferor certifies that neither licensee/permittee nor any	
Certification	party to the application have violated the Commission's	
	prohibition against discrimination on the basis of race, color,	
	religion, national origin or sex in the sale of commercially	
	operated AM, FM, TV, Class A TV or international broadcast	
	stations.	

#### Transferee Information

### Transferee Name, Type, and Contact Information

Transferee	Туре	Address	Phone	Email	FRN
Monticello Community Radio, Inc. Doing Business As: WMRS	Corporation	Brandi Page 132 North Main Street Monticello, IN 47960	+1 (574) 583- 8933	brandi@wmrsradio. com	0008712770

Transferee	Contact Name		Address		Phone	Email	Contact Type
Contact Representatives (1)	<b>Brandi M Page</b> <i>Legal Representative</i> Monticello Community Inc.		Brandi Page 221 North Bluf Street Monticello, IN United States	-	+1 (574) 583- 8933	brandi@wmrsradio. com	Legal Representative
Changes in Interest (3)	Party Name	Citizenship	Address	Phone	e Email	Interest Before Transfer	Interest After Transfer

Laura Lee Page President Monticello Community Radio, Inc.	United States	6314 west 400 North Wolcott, IN 47995 United States	+1 (574) 870-1554	laura@wmrsradio. com	Pct. (Percentage ) of Votes: 60% Pct. (Percentage ) of Total Assets: 60%	Pct. (Percentage ) of Votes: 0% Pct. (Percentage ) of Total Assets: 0%
<b>Brandi M Page</b> <i>Vice President</i> Monticello Community Radio, Inc.	United States	221 North Bluff Street Monticello, IN 47960 United States	+1 (574) 581-2511	brandi@wmrsradio. com	Pct. (Percentage ) of Votes: 20% Pct. (Percentage ) of Total Assets: 20%	Pct. (Percentage ) of Votes: 55% Pct. (Percentage ) of Total Assets: 55%
Kevin Robert Page Monticello Community Radio, Inc.	United States	6314 west 400 North Wolcott, IN 47995 United States	+1 (574) 583-8933	kevin@wmrsradio. com	Pct. (Percentage ) of Votes: 20% Pct. (Percentage ) of Total Assets: 20%	Pct. (Percentage ) of Votes: 0% Pct. (Percentage ) of Total Assets: 0%

Response

Changes in Interest Certification Question

Parties to the Application (3) Applicant certifies that equity and financial interests not set forth by the transferee are nonattributable.

Party Name	Citizenship	Address	Phone	Email	Positional Interest
<b>Robbie Quinn Page</b> Monticello Community Radio ,Inc.	United States	27950 Royal Front Road Walhonding, OH 43843 United States	+1 (614) 323- 7684	rpage26@gmail. com	Positional Interest: Director Citizenship: United States Percentage of Votes: 5% Percentage of Tota Assets: 5%
<b>Jaime Valle</b> Monticello Community Radio, Inc.	United States	10118 N Rock Ridge Rd Monticello, IN 47960 United States	+1 (574) 870- 1562	jaime@wmrsradio. com	Positional Interest: Director Citizenship: United States Percentage of Votes: 40% Percentage of Tota Assets: 40%

Brandi M Page Monticello Community	United States	Street	+1 (574) 583- 8933	com	Director
			0000	COIII	Director
Radio, Inc.		Monticello, IN 47960			Citizenship:
		United States			United States
		Office Offices			Percentage of
					Votes:
					55%
					Percentage of Tota
					Assets:
					55%

Applicant certifies that equity and financial interests not set forth by the transferee are nonattributable.

Response

Yes

Parties to the Application Certification Question

Transferee Legal Certifications

Section	Question	Response
Agreements for Sale	Transferee certifies that: (a) the written agreements in the Transferee's public inspection file and submitted to the Commission embody the complete and final agreement for the sale or transfer of the station(s); and (b) these agreements comply fully with the Commission's rules and policies.	Yes
Other Authorizations	Please upload an attachment detailing the call signs, locations, and facility identifiers of all other broadcast stations in which Transferee or any party to the application has an attributable interest.	
Broadcast Incubator Program	Is the proposed facility the subject of an incubation proposal or a 'reward' waiver request under the Commission's Broadcast Incubator Program?	
Multiple Ownership	Is the Transferee or any party to the application the holder of an attributable radio joint sales agreement or an attributable radio or television time brokerage agreement with the station (s) subject to this application or with any other station in the same market as the station(s) subject to this application?	
	Transferee certifies that the proposed assignment complies with the Commission's multiple ownership rules.	
	<ul> <li>Transferee certifies that the proposed assignment:</li> <li>(1) does not present an issue under the Commission's policies relating to media interests of immediate family members;</li> <li>(2) complies with the Commission's policies relating to future ownership interests; and</li> <li>(3) complies with the Commission's restrictions relating to the insulation and nonparticipation of non-party investors and creditors.</li> </ul>	Yes

	Does the Transferee claim status as an "eligible entity," that is, an entity that qualifies as a small business under the Small Business Administration's size standards for its industry grouping (as set forth in 13 C.F.R. § 121-201), and holds (1) 30 percent or more of the stock or partnership interests and more than 50 percent of the voting power of the corporation or partnership that will own the media outlet; or (2) 15 percent or more of the stock or partnership interests and more than 50 percent of the voting power of the corporation or partnership that will own the media outlet, provided that no other person or entity owns or controls more than 25 percent of the outstanding stock or partnership interests; or (3) More than 50 percent of the voting power of the corporation that will own the media outlet (if such corporation is a publicly traded company)?	
	Does this transfer include a grandfathered cluster of stations?	No
	Applicant certifies that it will come in compliance by divesting the necessary station(s) within 12 months of the consummation of this transaction to:	
	A) An Eligible Entity (as defined in Item 6d, above).	
	B) An Irrevocable Trust that will assign the station(s) to an Eligible Entity.	
Acquisition of Control	Please upload an attachment listing the file number and date of grant of FCC Form 301, 314, or 315 application by which the Commission approved the qualifications of the individual or entity with a pre-existing interest in the licensee/permittee that is now acquiring control of the licensee/permittee as a result of the grant of this application.	
Character Issues	<ul> <li>Transferee certifies that neither transferee nor any party to the application has or has had any interest in, or connection with:</li> <li>(a) any broadcast application in any proceeding where character issues were left unresolved or were resolved adversely against the applicant or any party to the application; or</li> <li>(b) any pending broadcast application in which character issues have been raised.</li> </ul>	Yes
Adverse Findings	Transferee certifies that, with respect to the transferee and each party to the application, no adverse finding has been made, nor has an adverse final action been taken by any court or administrative body in a civil or criminal proceeding brought under the provisions of any law related to any of the following: any felony; mass media-related antitrust or unfair competition; fraudulent statements to another governmental unit; or discrimination.	Yes
Financial Qualifications	Transferee certifies that sufficient net liquid assets are on hand or are available from committed sources to consummate the transaction and operate the station(s) for three months.	Yes
Program Service Certification	Transferee certifies that it is cognizant of and will comply with its obligations as a Commission licensee to present a program service responsive to the issues of public concern facing the station's community of license and service area.	Yes

Auction Authorization	Transferee certifies that where less than five years have passed since the issuance of the construction permit and the permit had been acquired in an auction through the use of a bidding credit or other special measure, it would qualify for such credit or other special measure.	N/A
Equal Employment Opportunity (EEO)	If the applicant proposes to employ five or more full-time employees, applicant certifies that it is filing simultaneously with this application a Model EEO Program Report on FCC Form 396-A.	N/A

#### Tranferee Alien Ownership

Question	Response
<ol> <li>Is the applicant a foreign government or the representative of any foreign government as specified in Section 310(a) of the Communications Act?</li> </ol>	No
2) Is the applicant an alien or the representative of an alien? (Section 310(b)(1))	No
3) Is the applicant a corporation, or non-corporate entity, that is organized under the laws of any foreign government? (Section 310(b)(2))	No
4) Is the applicant an entity of which more than one-fifth of the capital stock, or other equity or voting interest, is owned of record or voted by aliens or their representatives or by a foreign government or representative thereof or by any entity organized under the laws of a foreign country? (Section 310(b)(3))	No
5) Is the applicant directly or indirectly controlled by any other entity of which more than one-fourth of the capital stock, or other equity or voting interest, is owned of record or voted by aliens, their representatives, or by a foreign government or representative thereof, or by any entity organized under the laws of a foreign country? (Section 310(b)(4))	No
6) Has the applicant received a declaratory ruling(s) under Section 310(b)(4) of the Communications Act?	No
<b>6a)</b> Enter the citation of the applicable declaratory ruling by DA/FCC number, FCC Record citation, release date, or any other identifying information.	
7) Has there been any change in the applicant's foreign ownership since issuance of the declaratory ruling(s) cited in response to Question 6?	
8) Does the applicant certify that it is in compliance with the terms and conditions of the foreign ownership declaratory ruling(s) cited in response to Question 6?	
9) In connection with this application, is the applicant filing a foreign ownership Petition for Declaratory Ruling pursuant to Section 310(b)(4) of the Communications Act?	No

/Permittee       General Certification       Licensee/Permittee certifies that it has answered each         Certification       Statements       Licensee/Permittee certifies that it has answered each         question in this application based on its review of the       application instructions and worksheets. Licensee/Permittee         further certifies that where it has made an affirmative       further certifies that where it has made an affirmative	Licensee	Section	Question	Response
certification below, this certification constitutes its representation that the application satisfies each of the pertinent standards and criteria set forth in the application instructions and worksheets.	/Permittee		question in this application based on its review of the application instructions and worksheets. Licensee/Permittee further certifies that where it has made an affirmative certification below, this certification constitutes its representation that the application satisfies each of the pertinent standards and criteria set forth in the application	

	The Licensee/Permittee certifies that neither the Licensee /Permittee nor any other party to the application is subject to a denial of Federal benefits pursuant to §5301 of the Anti- Drug Abuse Act of 1988, 21 U.S.C. § 862, because of a conviction for possession or distribution of a controlled substance. This certification does not apply to applications filed in services exempted under §1.2002(c) of the rules, 47 CFR . See §1.2002(b) of the rules, 47 CFR § 1.2002(b), for the definition of "party to the application" as used in this certification § 1.2002(c). The Licensee/Permittee certifies that all statements made in this application and in the exhibits, attachments, or documents incorporated by reference are material, are part of this application, and are true, complete, correct, and made in good faith.	
Authorized Party to Sign	<ul> <li>FAILURE TO SIGN THIS APPLICATION MAY RESULT IN DISMISSAL OF THE APPLICATION AND FORFEITURE OF ANY FEES PAID</li> <li>Upon grant of this application, the Authorization Holder may be subject to certain construction or coverage requirements.</li> <li>Failure to meet the construction or coverage requirements will result in automatic cancellation of the Authorization.</li> <li>Consult appropriate FCC regulations to determine the construction or coverage requirements that apply to the type of Authorization requested in this application.</li> <li>WILLFUL FALSE STATEMENTS MADE ON THIS FORM OR ANY ATTACHMENTS ARE PUNISHABLE BY FINE AND /OR IMPRISONMENT (U.S. Code, Title 18, §1001) AND/OR REVOCATION OF ANY STATION AUTHORIZATION (U.S. Code, Title 47, §312(a)(1)), AND/OR FORFEITURE (U.S. Code, Title 47, §503).</li> </ul>	
	I certify that this application includes all required and relevant attachments.	Yes
	I declare, under penalty of perjury, that I am an authorized representative of the above-named applicant for the Authorization(s) specified above.	Laura Lee Page President 06/02/2021

Transferee	Section	Question	Response
Certification	General Certification Statements	Transferee certifies that it has answered each question in this application based on its review of the application instructions and worksheets. Transferee further certifies that where it has made an affirmative certification below, this certification constitutes its representation that the application satisfies each of the pertinent standards and criteria set forth in the application instructions and worksheets.	
		The Transferee certifies that neither the Transferee nor any other party to the application is subject to a denial of Federal benefits pursuant to §5301 of the Anti-Drug Abuse Act of 1988, 21 U.S.C. § 862, because of a conviction for possession or distribution of a controlled substance. This certification does not apply to applications filed in services exempted under §1.2002(c) of the rules, 47 CFR . See §1. 2002(b) of the rules, 47 CFR § 1.2002(b), for the definition of "party to the application" as used in this certification § 1.2002 (c). The Transferee certifies that all statements made in this application and in the exhibits, attachments, or documents incorporated by reference are material, are part of this application, and are true, complete, correct, and made in good faith.	

Authorized Party to Sign	FAILURE TO SIGN THIS APPLICATION MAY RESULT IN	
	DISMISSAL OF THE APPLICATION AND FORFEITURE	
	OF ANY FEES PAID	
	Upon grant of this application, the Authorization Holder may	
	be subject to certain construction or coverage requirements.	
	Failure to meet the construction or coverage requirements	
	will result in automatic cancellation of the Authorization.	
	Consult appropriate FCC regulations to determine the	
	construction or coverage requirements that apply to the type	
	of Authorization requested in this application.	
	WILLFUL FALSE STATEMENTS MADE ON THIS FORM	
	OR ANY ATTACHMENTS ARE PUNISHABLE BY FINE AND	
	/OR IMPRISONMENT (U.S. Code, Title 18, §1001) AND/OR	
	REVOCATION OF ANY STATION AUTHORIZATION (U.S.	
	Code, Title 47, §312(a)(1)), AND/OR FORFEITURE (U.S.	
	Code, Title 47, §503).	
	I certify that this application includes all required and	Yes
	relevant attachments.	
	I declare, under penalty of perjury, that I am an authorized	Brandi Marie Page , Mari
	representative of the above-named applicant for the	
	Authorization(s) specified above.	President
		06/02/2021

Transferor	Section	Question	Response
Certification	General Certification Statements	Transferor certifies that it has answered each question in this application based on its review of the application instructions and worksheets. Transferor further certifies that where it has made an affirmative certification below, this certification constitutes its representation that the application satisfies each of the pertinent standards and criteria set forth in the application instructions and worksheets.	
		The Transferor certifies that neither the Transferor nor any other party to the application is subject to a denial of Federal benefits pursuant to §5301 of the Anti-Drug Abuse Act of 1988, 21 U.S.C. § 862, because of a conviction for possession or distribution of a controlled substance. This certification does not apply to applications filed in services exempted under §1.2002(c) of the rules, 47 CFR . See §1. 2002(b) of the rules, 47 CFR § 1.2002(b), for the definition of "party to the application" as used in this certification § 1.2002 (c). The Transferor certifies that all statements made in this application and in the exhibits, attachments, or documents incorporated by reference are material, are part of this application, and are true, complete, correct, and made in good faith.	

Authorized Party to Sign	FAILURE TO SIGN THIS APPLICATION MAY RESULT IN	
	DISMISSAL OF THE APPLICATION AND FORFEITURE	
	OF ANY FEES PAID	
	Upon grant of this application, the Authorization Holder may	
	be subject to certain construction or coverage requirements.	
	Failure to meet the construction or coverage requirements	
	will result in automatic cancellation of the Authorization.	
	Consult appropriate FCC regulations to determine the	
	construction or coverage requirements that apply to the type	
	of Authorization requested in this application.	
	WILLFUL FALSE STATEMENTS MADE ON THIS FORM	
	OR ANY ATTACHMENTS ARE PUNISHABLE BY FINE AND	
	/OR IMPRISONMENT (U.S. Code, Title 18, §1001) AND/OR	
	<b>REVOCATION OF ANY STATION AUTHORIZATION (U.S.</b>	
	Code, Title 47, §312(a)(1)), AND/OR FORFEITURE (U.S.	
	Code, Title 47, §503).	
	I certify that this application includes all required and	Yes
	relevant attachments.	
	I declare, under penalty of perjury, that I am an authorized	Laura Lee Page
	representative of the above-named applicant for the	President
	Authorization(s) specified above.	
		06/02/2021

Attachments	File Name	Uploaded By	Attachment Type	Description	Upload Status
	Brandi Page Community Radio For Hoosiers.pdf	Applicant	Licensee /Permittee Legal Certifications		Done with Virus Scan and /or Conversion
	Purpose of amendment.pdf	Applicant	Amendment	The purpose of this amendment is to correct a typo on the transferee signature page.	Done with Virus Scan and /or Conversion
	Purpose of amendment.pdf	Applicant	Amendment	To correct errors	Done with Virus Scan and /or Conversion
	Request to gift parents interest in WMRS to their children.pdf	Applicant	Transferee Legal Certifications	We kindly request permission that parents interest in Monticello Community Radio ,Inc (WMRS) be allowed to transferr as a gift with no money exchanged to their children. The name of the corporation remains the same.	Done with Virus Scan and /or Conversion
	WPJB276.pdf	Applicant	Transferee Legal Certifications	WMRS has an STL WPJB276 operating on 951.5 MHz.	Done with Virus Scan and /or Conversion