



STATION KSHP-DB (# 15631419)

CALLSIGN REGISTRATION RENEWAL

1 September 2013

Your Digital Radio Uniform ID (DRuID) callsign assignment has been approved and officially registered for **KSHP Digital Radio**, effective immediately. Your station's registration is effective through 30 September 2017, and is renewable upon request at the current annual rate.

As a general rule, you should announce your call letters at the closest natural break in your programming at the top of each hour. The standard format for the announcement is to announce the call letters, followed immediately by the city or community you broadcast from, as in "**KSHP Digital Radio, Dakota Dunes, South Dakota.**"

In addition, you should post your NAdB/DRuID registration certificate (which accompanies this letter) in a visible location near your station's main studio or business office.

Your unique call letters are central to the marketing and branding of your radio station. Because they provide you with a simple method to identify your station, you should include your call letters in your station's listing on Reciva.com, TuneIn.com, VirtualTuner.com, Virtual Radio, Radio Tower, Penguin Radio and Radio-Directory.com, as well as other local and regional Internet Radio directories that help listeners find you.

In the event that your station ceases to operate, you may surrender your DRuID and you will no longer be liable for the annual registration fee. In the event that your station is sold or otherwise transferred to new owners, please contact us immediately to update the registration record.



NADb ADMINISTRATION DESK
244 FIFTH AVENUE · SUITE 2757
NEW YORK, N.Y. 10001-7945

KSHP-DB

DIGITAL RADIO UNIFORM ID UNITED STATES OF AMERICA

FROM: Chief Assignment Section, Internet Radio Uniform Callsign

DATE ACTIVE: 1 September 2013

EXPIRES: 30 September 2017

<input type="checkbox"/> CONSENT TO ASSIGNMENT:	FROM: RENEWAL (KSHP-DB)
<input checked="" type="checkbox"/> RENEWAL OF CALLSIGN:	
<input type="checkbox"/> CONSENT TO TRANSFER:	TO: ALAN SHEPHERD
Licensee/Permittee: (for transfer only)	

<u>CLASS</u>	<u>CALL SIGN</u>	<u>FACILITY ID #</u>	<u>STATION LOCATION</u>
DIGITAL BC	KSHP (DB)	15631419	DAKOTA DUNES, SOUTH DAKOTA

Under authority of Internet Radio Uniform Callsign (IRUC), consent is hereby granted to the assignment indicated above for a period of four years.

Consent to the above is based on the representations made by the applicant(s) that the statements contained in, or made in connection with, the application are true and that the undertakings of the parties upon which this transaction is authorized will be carried out in good faith.

The actual consummation of voluntary transfers to new owners shall be completed within 90 days from the date hereof, and notice in letter form thereof shall promptly be furnished to IRUC/NA dB by the seller or buyer showing the date the acts necessary to effect the transaction were completed. Upon furnishing IRUC/NA dB with such written notice, this transaction will be considered completed for all purposes related to the above described station(s).

ADDITIONAL REQUIREMENTS FOR TRANSFER ASSIGNMENTS ONLY:

Upon consummation the assignor must deliver the permit/license, including any modifications thereof to the assignee.

It is hereby directed that, upon consummation, a copy of this consent be posted with the station authorization(s) as required by IRUC Rules and Regulations.

The assignee is not authorized to construct nor operate said station(s) unless and until notification of consummation in letter form has been received from IRUC.

Station identification.

(a) *When regularly required.* Broadcast station identification announcements shall be made:

- (1) At the beginning and ending of each time of operation, and
- (2) Hourly, as close to the hour as feasible, at a natural break in program offerings. Television and Class A television broadcast stations may make these announcements visually or aurally.

(b) *Content.* (1) Official station identification shall consist of the station's call letters immediately followed by the community or communities specified in its license as the station's location;

Provided, That the name of the licensee, the station's frequency, the station's channel number, as stated on the station's license, and/or the station's network affiliation may be inserted between the call letters and station location.

DTV stations, or DAB Stations, choosing to include the station's channel number in the station identification must use the station's major channel number and may distinguish multicast program streams. For example, a DTV station with major channel number 26 may use 26.1 to identify an HDTV program service and 26.2 to identify an SDTV program service.

A radio station operating in DAB hybrid mode or extended hybrid mode shall identify its digital signal, including any free multicast audio programming streams, in a manner that appropriately alerts its audience to the fact that it is listening to a digital audio broadcast. No other insertion between the station's call letters and the community or communities specified in its license is permissible.

(2) A station may include in its official station identification the name of any additional community or communities, but the community to which the station is licensed must be named first.

(c) *Channel* — (1) General. Except as otherwise provided in this paragraph, in making the identification announcement the call letters shall be given only on the channel, or channels in the case of a broadcaster that is multicasting more than a single channel, identified thereby.

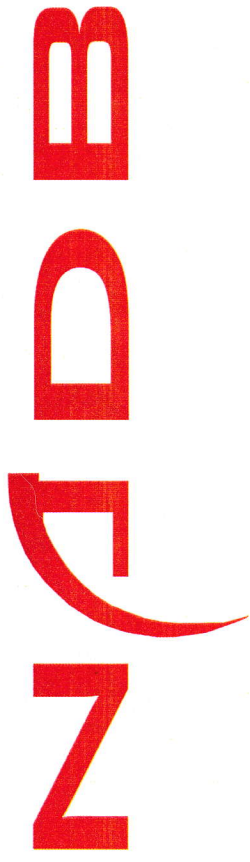
(2) *Simultaneous AM (535-1605 kHz) and AM (1605-1705 kHz) broadcasts.* If the same licensee operates an AM broadcast station in the 535-1605 kHz band and an AM broadcast station in the 1605-1705 kHz band with both stations licensed to the same community and simultaneously broadcasts the same programs over the facilities of both such stations, station identification announcements may be made jointly for both stations for periods of such simultaneous operations.

(3) *Satellite operation.* When programming of a broadcast station is rebroadcast simultaneously over the facilities of a satellite station, the originating station may make identification announcements for the satellite station for periods of such simultaneous operation.

(i) In the case of a television broadcast station, such announcements, in addition to the information required by paragraph (b)(1) of this section, shall include the number of the channel on which each station is operating.

(ii) In the case of aural broadcast stations, such announcements, in addition to the information required by paragraph (b)(1) of this section, shall include the frequency on which each station is operating.

[34 FR 19762, Dec. 17, 1969, as amended at 37 FR 23726, Nov. 8, 1972; 39 FR 6707, Feb. 22, 1974; 39 FR 9442, Mar. 11, 1974; 41 FR 29394, July 16, 1976; 47 FR 3791, Jan. 27, 1982; 48 FR 51308, Nov. 8, 1983; 56 FR 64872, Dec. 12, 1991; 65 FR 30003, May 10, 2000; 69 FR 59535, Oct. 4, 2004; 72 FR 45693, Aug. 15, 2007]



**The National Association
Of Digital Broadcasters (NAdB)**

Be it known that the authorized call letters

KSHP-DB

have been officially registered and assigned to

ALAN SHEPHERD

DAKOTA DUNES, SOUTH DAKOTA

UNITED STATES OF AMERICA

for digital broadcasts of programming via the Internet
and/or other methods as authorized under this agreement

REGISTERED AS DIGITAL RADIO STATION #15631419 [KSHP-DB]
EFFECTIVE THROUGH 30 SEPTEMBER 2017, UNLESS REVOKED OR SURRENDERED,
UNDER AUTHORITY OF INTERNET RADIO UNIFORM CALLSIGN • US SECTION
244 FIFTH AVENUE • SUITE 2757 • NEW YORK, N.Y. 10001-7945