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April 7, 2006

BY HAND DELIVERY

Marlene H. Dortch
Secretary
Federal Communications Commission
The Portals
445 Twelfth Street, S.W.
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Washington, DC 20554

RECEIVED

APR - 7 2006

Federal Communications Commission
Office of Secretary

Jake Riehm
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Re: Notification of Name Change From Jefferson-Pilot Sports, Inc. to Lincoln Financial Sports, Inc.
Call Sign: E900427

Dear Ms. Dortch:

Lincoln Financial Sports, Inc., by its attorneys, files this letter to request that Commission update its records to reflect a change in the name of the licensee of earth station E900427.

By separate letter, the Commission has been notified that the transfer of control of the licensee from Jefferson Pilot Corporation to Lincoln National Corporation (*see* File No. SES-T/C-20051220-01782) was consummated. Concurrently with the closing of the transaction, the name of the licensee changed from Jefferson-Pilot Sports, Inc. to Lincoln Financial Sports, Inc. Please update the Commission's records accordingly.

Thank you for your assistance in this matter. Should you have any questions, please contact the undersigned.

Respectfully submitted,

Jake Riehm