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April 7, 2006

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Marlene H. Dortch
Secretary
Federal Communications Commission
The Portals
445 Twelfth Street, S.W.
12th Street Lobby, TW-A325
Washington, DC 20554

Federal Communications Commission
Office of Secretary

Re: Notification of Name Change From Jefferson-Pilot Communications
Company of North Carolina to Lincoln Financial Media Company of North
Carolina
Call Signs: E030078 and E960293

Dear Ms. Dortch:

Lincoln Financial Media Company of North Carolina, 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 stations E030078 and E960293.

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-20051220-01779) was consummated. Concurrently with the closing of the transaction, the name of the licensee changed from Jefferson-Pilot Communications Company of North Carolina to Lincoln Financial Media Company of North Carolina. 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