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L.P. McLENDON (1890-1968)  
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C.T. LEONARD, JR. (1929-1983)  
CLAUDE C. PIERCE (1913-1988)  
THORNTON H. BROOKS (1912-1988)  
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WRITER'S DIRECT DIAL

September 25, 2009

Via Federal Express

Ms. Marlene H. Dortch  
Secretary  
Federal Communications Commission  
9300 East Hampton Drive  
Capitol Heights, MD 20743

ATTN: International Bureau – Eleanor Lott

Re: **Earth Stations E010055, E9426 and E950286**  
**Notification of Licensee Name Change**


Dear Ms. Dortch:

This letter is to notify the Commission of a name change for KETV Hearst-Argyle Television, Inc., licensee of earth stations E010055 (FCC File No. SES-REG-20010301-00409); E9426 (FCC File No. SES-RWL-20050721-00953); and E950286 (FCC File No. SES-RWL-20050518-00620).

The licensee has changed its name to **KETV Hearst Television Inc.** as a result of an internal corporate name change. While no change in control or ownership is directly implicated by the name change, it may be worth noting that the licensee recently secured authority for a transfer of control in File No. SES-T/C-20090519-00617, which was consummated in early June 2009 (the licensee already notified the Commission of the consummation). No further ownership change has occurred.

If any questions should arise during the course of your consideration of this notification, it is respectfully requested that you communicate with this office.

Cordially,

  
Stephen Hartzell

Counsel to KETV Hearst Television Inc.