

SIRIUS XM

RADIO INC.

1500 Eckington Place, N.E.
 Washington, D.C. 20002
 Tel: 202-380-4000
 Fax: 202-380-4500
 www.sirius.com www.xmradio.com

FILED/ACCEPTED

APR 18 2011
 Federal Communications Commission
 Office of the Secretary

March 2, 2011

William T. Lake
 Chief, Media Bureau
 Federal Communications Commission
 Office of the Secretary
 445 12th St., S.W.
 Washington, D.C. 20554

Re: Sirius XM Qualified Entity Set-Aside

Dear Mr. Lake:

Sirius XM herein files a notice of proposed lessees for qualified entity set-aside channels pursuant to *Applications for Consent to the Transfer of Control of Licenses, XM Satellite Radio Holdings Inc., Transferor to Sirius Satellite Radio Inc., Transferee*, Memorandum Opinion and Order, 25 FCC Rcd 14779 (2010) ("*Set-Aside Procedure Order*").¹

Sirius XM has selected the following proposed lessees:

<u>Entity</u>	<u>Proposal</u>	<u>Sirius platform</u>	<u>XM platform</u>
Howard University	Music and talk programming for the African American community	1 channel	1 channel
	Music and talk programming for the African American community, with programs from Historically Black Colleges and Universities	1 channel	1 channel

¹ *Set-Aside Procedure Order*, Para. 23 ("In order to ensure that any lessee selected by Sirius XM satisfies the criteria set forth in the definition of a Qualified entity above, we require Sirius XM to notify the Media Bureau of its selections prior to signing an agreement for the leased channel or channels.").

No. of Copies rec'd 1
 List ABCDE

<u>Entity</u>	<u>Proposal</u>	<u>Sirius platform</u>	<u>XM platform</u>
Eventus/National Latino Broadcasting	Spanish language talk programming	1 channel	1 channel
	Spanish language music programming	1 channel	1 channel
WorldBand Media	Spanish language talk programming	1 channel	1 channel
BYU Radio	Music and talk programming for the Mormon community	1 channel	1 channel
KTV Radio	Korean language music and talk programming	None	1 channel

Sirius XM herein certifies, to the best of its information and belief and pursuant to certifications provided by each proposed lessee, that each of these entities meets the definition of a Qualified Entity as provided in the *Set-Aside Procedure Order*.

Sirius XM chose each of these proposed lessees pursuant to the selection process established in the *Set-Aside Procedure Order*. Specifically, Sirius XM established a website where information relating to the qualified entity application process was made available to the public on November 23, 2010, www.siriusxm.com/qualifiedentity.² Sirius XM received 46 proposals pursuant to the procedures described on that website. Each application was reviewed by Sirius XM executives having expertise in programming, financial, legal, and other key business areas, including the Company's President and Chief Content Officer, SVP - Talk Programming, SVP - Finance, EVP - General Counsel, VP - Regulatory Counsel, and SVP - Automotive Partnerships. In reviewing the proposals, Sirius XM balanced "various considerations, including, among other things, whether lessees (1) would provide a new source of programming and are new entrants in the mass media industry, (2) would offer a diverse viewpoint or diverse entertainment content, (3) would provide original content or programming of a type not otherwise available to Sirius XM subscribers, (4) would improve service to historically underserved audiences, and (5) would, in Sirius XM's reasonable judgment, be able to meet its obligations and be able to deliver their proposed mix or type of programming for the duration of the lease term."³ Sirius XM also corresponded with each applicant on the status and content of its application; posted a list of all applications received on the qualified entity website; and held in-person meetings with twelve applicants selected as finalists.

² See "Media Bureau Announces Location of Application Procedures for Implementation of the Sirius XM Leasing Condition," DA 10-2225 (rel. Nov. 23, 2010).

³ *Set-Aside Procedure Order*, Para. 18.

Mr. William T. Lake
March 2, 2011
Page 3

Should any questions arise in connection with these matters, please communicate directly with the undersigned.

Very truly yours,

A handwritten signature in black ink, appearing to read 'James S. Blitz', with a long horizontal flourish extending to the right.

James S. Blitz
Vice President, Regulatory Counsel