



(REFERENCE COPY - Not for submission)

# Noncommercial Broadcast Stations Biennial Ownership Report (FCC Form 323-E)

File Number: **0000039178** | Submit Date: **2018-01-10** | FRN: **0005853148**

Purpose: **Noncommercial Broadcast Stations Biennial Ownership Report** | Status: **Received** | Status Date: **01/10/2018**

Filing Status: **Active**

## Section I - General Information

### 1. Respondent

FRN	Entity Name
0005853148	VCY America, Inc.

Street Address	City (and Country if non U.S. address)	State ("NA" if non-U.S. address)	Zip Code	Phone	Email
3434 West Kilbourn Avenue	Milwaukee	WI	53208	+1 (414) 935-3000	jims@vcyamerica.org

### 2. Contact Representative

Name	Organization
Kathryne Dickerson	Wiley Rein LLP

Street Address	City (and Country if non U.S. address)	State	Zip Code	Phone	Email
1776 K Street, NW	Washington	DC	20006	+1 (202) 719-7279	kdickerson@wileyrein.com

### 3. Application Filing Fee

Not Applicable

### 4. Control of Respondent

(a) Provide the following information about the Respondent:	
Relationship to stations/permits	Licensee
Is the Respondent's governing board (or other governing entity) directly or indirectly under the control of another entity?	No

(b) Provide the following information about this report:	
Purpose	Biennial
"As of" date	10/01/2017  When filing a biennial ownership report or validating and resubmitting a prior biennial ownership report, this date must be Oct. 1 of the year in which this report is filed.

### 5. Licensee(s)

and Station(s)

Respondent is filing this report to cover the following Licensee(s) and station(s):

Licensee/Permittee Name	FRN
VCY America, Inc.	0005853148

Fac. ID No.	Call Sign	City	State	Service
17065	WVIW	BRIDGEPORT	WV	FM
49184	KCVS	SALINA	KS	FM
50292	WPTH	OLNEY	IL	FM
65277	KVCN	LOS ALAMOS	NM	FM
69836	WVCY	OSHKOSH	WI	AM
72342	WVCY-TV	MILWAUKEE	WI	DT
73038	WVCF	EAU CLAIRE	WI	FM
73059	WVCY-FM	MILWAUKEE	WI	FM
73060	KVCX	GREGORY	SD	FM
73061	WVCX	TOMAH	WI	FM
73062	KVCY	FORT SCOTT	KS	FM
74191	WQRM	DULUTH	MN	AM
85074	WJIC	ZANESVILLE	OH	FM
90845	KVFL	PIERRE	SD	FM
90973	WVCM	IRON MOUNTAIN	MI	FM
91400	WVRN	WITTENBERG	WI	FM
91710	WVFL	FOND DU LAC	WI	FM
92640	KVCF	FREEMAN	SD	FM
172360	WRVX	CAMERON	MO	FM
172375	KVCS	SPRING VALLEY	MN	FM
172376	KVCH	HURON	SD	FM
172378	WQRN	COOK	MN	FM
173311	KVCI	MONTEZUMA	IA	FM
175594	WVCS	OWEN	WI	FM

## Section II – Biennial Ownership Information

### 1. 47 C.F.R. Section 73.3613 Documents

Licensee Respondents that hold authorizations for one or more full power television, AM, and/or FM stations should list all contracts and other instruments set forth in 47 C.F.R. Section 73.3613(a) through (c) for the facility or facilities listed on this report. If the agreement is a network affiliation agreement, check the appropriate box. Otherwise, select "Other." Non-Licensee Respondents should select "Not Applicable" in response to this question.

Document Information	
Description of contract or instrument	Articles of Incorporation
Parties to contract or instrument	N/A

<b>Date of execution</b>	02/1954
<b>Date of expiration</b>	No expiration date
<b>Agreement type</b> (check all that apply)	Other <b>Agreement Type:</b> Articles of Incorporation

<b>Document Information</b>	
<b>Description of contract or instrument</b>	Amendment to Articles of Incorporation
<b>Parties to contract or instrument</b>	N/A
<b>Date of execution</b>	05/1973
<b>Date of expiration</b>	No expiration date
<b>Agreement type</b> (check all that apply)	Other <b>Agreement Type:</b> Amendment to Articles of Incorporation

<b>Document Information</b>	
<b>Description of contract or instrument</b>	Amendment to Articles of Incorporation
<b>Parties to contract or instrument</b>	N/A
<b>Date of execution</b>	02/1995
<b>Date of expiration</b>	No expiration date
<b>Agreement type</b> (check all that apply)	Other <b>Agreement Type:</b> Amendment to Articles of Incorporation

<b>Document Information</b>	
<b>Description of contract or instrument</b>	Amendment to Articles of Incorporation
<b>Parties to contract or instrument</b>	N/A
<b>Date of execution</b>	05/2001
<b>Date of expiration</b>	No expiration date
<b>Agreement type</b> (check all that apply)	Other <b>Agreement Type:</b> Amendment to Articles of Incorporation

<b>Document Information</b>	
<b>Description of contract or instrument</b>	Bylaws
<b>Parties to contract or instrument</b>	N/A
<b>Date of execution</b>	01/1975
<b>Date of expiration</b>	No expiration date
<b>Agreement type</b> (check all that apply)	Other <b>Agreement Type:</b> Bylaws

## 2. Ownership Interests

(a) Ownership Interests. This Question requires Respondents to enter detailed information about ownership interests by generating a series of subforms. Answer each question on each subform. The first subform listing should be for the Respondent itself. If the Respondent is not a natural person, also list each of the officers, members of the governing board (or other governing entity), stockholders, and any other persons or entities with a direct attributable interest in the Respondent pursuant to the standards set forth in 47 C.F.R. Section 73.3555. (A "direct" interest is one that is not held through any intervening companies or entities.) List each interest holder with a direct attributable interest in the Respondent separately.

Leave the percentage of total assets (Equity Debt Plus) field blank for an interest holder unless that interest holder has an attributable interest in the Respondent solely on the basis of the Commission's Equity Debt Plus attribution standard, 47 C.F.R. Section 73.3555, Note 2(i).

In the case of vertical or indirect ownership structures, list only those interests in the Respondent that also represent an attributable interest in the Licensee(s) for which the report is being submitted.

Entities that are part of an organizational structure that includes holding companies or other forms of indirect ownership must file separate ownership reports. In such a structure do not report, or file a separate report for, any interest holder that does not have an attributable interest in the Licensee(s) for which the report is being submitted.

Please see the Instructions for further detail concerning interests that must be reported in response to this question.

The Respondent must provide an FCC Registration Number for each interest holder reported in response to this question. Please see the Instructions for detailed information and guidance concerning this requirement.

Ownership Information		
<b>FRN</b>	0005853148	
<b>Entity Name</b>	VCY America, Inc.	
<b>Address</b>	<b>PO Box</b>	
	<b>Street 1</b>	3434 West Kilbourn Avenue
	<b>Street 2</b>	
	<b>City</b>	Milwaukee
	<b>State ("NA" if non-U.S. address)</b>	WI
	<b>Zip/Postal Code</b>	53208
	<b>Country (if non-U.S. address)</b>	United States
<b>Listing Type</b>	Respondent	
<b>Positional Interests</b> (check all that apply)	Respondent	
<b>Tribal Nation or Tribal Entity</b>	Interest holder is not a Tribal nation or Tribal entity	
<b>Interest Percentages</b> (enter percentage values from 0.0 to 100.0)	<b>Voting</b>	0.0%
	<b>Equity</b>	0.0%
	<b>Total assets (Equity Debt Plus)</b>	0.0%
<b>Does interest holder have an attributable interest in one or more broadcast stations that do not appear on this report?</b>		Yes

Ownership Information		
<b>FRN</b>	0019430305	
<b>Name</b>	Randall Melchert	
<b>Address</b>	<b>PO Box</b>	
	<b>Street 1</b>	3434 WEST KILBOURN AVENUE
	<b>Street 2</b>	
	<b>City</b>	MILWAUKEE
	<b>State ("NA" if non-U.S. address)</b>	WI

	<b>address)</b>	
	<b>Zip/Postal Code</b>	53208
	<b>Country (if non-U.S. address)</b>	United States
<b>Listing Type</b>	Other Interest Holder	
<b>Positional Interests</b> (check all that apply)	Officer, Member of Governing Board (or other governing entity)	
<b>Principal Profession or Occupation</b>	OPTOMETRIST	
<b>By Whom Appointed or Elected</b>	Board of Directors	
<b>Citizenship, Gender, Ethnicity, and Race Information (Natural Persons Only)</b>	<b>Citizenship</b>	US
	<b>Gender</b>	Male
	<b>Ethnicity</b>	Not Hispanic or Latino
	<b>Race</b>	White
<b>Interest Percentages</b> (enter percentage values from 0.0 to 100.0)	<b>Voting</b>	25.0%
	<b>Equity</b>	0.0%
	<b>Total assets (Equity Debt Plus)</b>	0.0%
<b>Does interest holder have an attributable interest in one or more broadcast stations that do not appear on this report?</b>		Yes

#### Ownership Information

<b>FRN</b>	0025029851	
<b>Name</b>	Leslie Ollila	
<b>Address</b>	<b>PO Box</b>	
	<b>Street 1</b>	3434 WEST KILBOURN AVENUE
	<b>Street 2</b>	
	<b>City</b>	MILWAUKEE
	<b>State ("NA" if non-U.S. address)</b>	WI
	<b>Zip/Postal Code</b>	53208
	<b>Country (if non-U.S. address)</b>	United States
<b>Listing Type</b>	Other Interest Holder	
<b>Positional Interests</b> (check all that apply)	Member of Governing Board (or other governing entity)	
<b>Principal Profession or Occupation</b>	RETIRED COLLEGE PRESIDENT AND SPEAKER	
<b>By Whom Appointed or Elected</b>	Board of Directors	
<b>Citizenship, Gender,</b>	<b>Citizenship</b>	US

<b>Ethnicity, and Race Information (Natural Persons Only)</b>	<b>Gender</b>	Male
	<b>Ethnicity</b>	Not Hispanic or Latino
	<b>Race</b>	White
<b>Interest Percentages</b> (enter percentage values from 0.0 to 100.0)	<b>Voting</b>	25.0%
	<b>Equity</b>	0.0%
	<b>Total assets (Equity Debt Plus)</b>	0.0%
<b>Does interest holder have an attributable interest in one or more broadcast stations that do not appear on this report?</b>		Yes

Ownership Information		
<b>FRN</b>	0025181181	
<b>Name</b>	James Schneider	
<b>Address</b>	<b>PO Box</b>	
	<b>Street 1</b>	3434 WEST KILBOURN AVENUE
	<b>Street 2</b>	
	<b>City</b>	MILWAUKEE
	<b>State ("NA" if non-U.S. address)</b>	WI
	<b>Zip/Postal Code</b>	53208
	<b>Country (if non-U.S. address)</b>	United States
<b>Listing Type</b>	Other Interest Holder	
<b>Positional Interests</b> (check all that apply)	Officer, Member of Governing Board (or other governing entity)	
<b>Principal Profession or Occupation</b>	Vice President of Communications, VCY America, Inc.	
<b>By Whom Appointed or Elected</b>	Board of Directors	
<b>Citizenship, Gender, Ethnicity, and Race Information (Natural Persons Only)</b>	<b>Citizenship</b>	US
	<b>Gender</b>	Male
	<b>Ethnicity</b>	Not Hispanic or Latino
	<b>Race</b>	White
<b>Interest Percentages</b> (enter percentage values from 0.0 to 100.0)	<b>Voting</b>	25.0%
	<b>Equity</b>	0.0%
	<b>Total assets (Equity Debt Plus)</b>	0.0%
<b>Does interest holder have an attributable interest in one or more broadcast stations that do not appear on this report?</b>		Yes

Ownership Information	
<b>FRN</b>	0025181215

<b>Name</b>	Randall R. Melchert	
<b>Address</b>	<b>PO Box</b>	
	<b>Street 1</b>	3434 WEST KILBOURN AVENUE
	<b>Street 2</b>	
	<b>City</b>	MILWAUKEE
	<b>State ("NA" if non-U.S. address)</b>	WI
	<b>Zip/Postal Code</b>	53208
	<b>Country (if non-U.S. address)</b>	United States
<b>Listing Type</b>	Other Interest Holder	
<b>Positional Interests</b> (check all that apply)	Officer, Member of Governing Board (or other governing entity)	
<b>Principal Profession or Occupation</b>	School Administrator	
<b>By Whom Appointed or Elected</b>	Board of Directors	
<b>Citizenship, Gender, Ethnicity, and Race Information (Natural Persons Only)</b>	<b>Citizenship</b>	US
	<b>Gender</b>	Male
	<b>Ethnicity</b>	Not Hispanic or Latino
	<b>Race</b>	White
<b>Interest Percentages</b> (enter percentage values from 0.0 to 100.0)	<b>Voting</b>	25.0%
	<b>Equity</b>	0.0%
	<b>Total assets (Equity Debt Plus)</b>	0.0%
<b>Does interest holder have an attributable interest in one or more broadcast stations that do not appear on this report?</b>		Yes
<b>(b) Respondent certifies that any interests, including equity, financial, or voting interests, not reported in this filing are non-attributable.</b> If "No," submit as an exhibit an explanation.		Yes
<b>(c) Is Respondent seeking an attribution exemption for any officer or director with duties wholly unrelated to the Licensee(s)?</b>  If "Yes," complete the information in the required fields and submit an Exhibit fully describing that individual's duties and responsibilities, and explaining why that individual should not be attributed an interest.		No

### 3. Organizational Chart (Licensees Only)

Attach a flowchart or similar document showing the Licensee's vertical ownership structure including the Licensee and all entities that have attributable interests in the Licensee. Licensees with a single parent entity may provide a brief explanatory textual Exhibit in lieu of a flowchart or similar document. Licensees without parent entities should so indicate in a textual Exhibit.

**Non-Licensee Respondents should select "N/A" in response to this question.**

### Section III - Certification

#### Certification

Section	Question	Response
<b>Authorized Party to Sign</b>	WILLFUL FALSE STATEMENTS ON THIS FORM ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. CODE, TITLE 18, SECTION 1001), AND /OR REVOCATION OF ANY STATION LICENSE --OR CONSTRUCTION PERMIT (U.S. CODE, TITLE 47, SECTION 312(a)(1)), AND/OR FORFEITURE (U.S. CODE, TITLE 47, SECTION 503).	
<b>Certification</b>	I certify that I have examined this report and that to the best of my knowledge and belief, all statements in this report are true, correct and complete.	Official Title: <b>Vice President of Communications</b> Exact Legal Title or Name of Respondent: <b>VCY America, Inc.</b> Name: <b>Jim Schneider</b> Phone: <b>4149353000</b>  01/10/2018