



(REFERENCE COPY - Not for submission)

Commercial Broadcast Stations Biennial  
Ownership Report (FCC Form 323)

File Number: 0000040112 | Submit Date: 2018-01-12 | FRN: 0002701340

Purpose: Commercial Broadcast Stations Biennial Ownership Report | Status: Received | Status Date: 01/12/2018

Filing Status: Active

Section I - General Information

1. Respondent

FRN		Entity Name			
0002701340		Southern Wisconsin Broadcasting LLC			

Street Address	City (and Country if non U.S. address)	State ("NA" if non-U.S. address)	Zip Code	Phone	Email
One South Parker Drive PO Box 5001	Janesville	WI	53547	+1 (608) 752-7895	mobrien@wclo.com

2. Contact Representative

Name		Organization			
John S Logan		Cooley LLP			

Street Address	City (and Country if non U.S. address)	State	Zip Code	Phone	Email
1299 Pennsylvania Avenue, NW Suite 700	Washington	DC	20004	+1 (202) 776-2640	jlogan@cooley.com

3. Application Filing Fee

Question	Response
Is this application being submitted without a filing fee?	No

Fees

Application Type	Form Number	Fee Code	Quantity	Fee Amount	Subtotal
Biennial	Form 323	MAR	2	95	\$140.00
				Total	\$140.00

4. Nature of Respondent

(a) Provide the following information about the Respondent:

Relationship to stations/permits	Licensee
Nature of Respondent	Limited liability company

(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
Southern Wisconsin Broadcasting LLC	0002701340

Fac. ID No.	Call Sign	City	State	Service
61390	WCLO	JANESVILLE	WI	AM
61391	WJVL	JANESVILLE	WI	FM

Section II – Biennial Ownership Information

1. 47 C.F.R. Section 73.3613 and Other 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. In addition, attributable Local Marketing Agreements (LMAs) and attributable Joint Sales Agreements (JSAs) must be disclosed by the licensee of the brokering station on its ownership report. If the agreement is an attributable LMA, an attributable JSA, or a network affiliation agreement, check the appropriate box. Otherwise, select “Other.” Non-Licensee Respondents, as well as Licensee Respondents that only hold authorizations for Class A television and/or low power television stations, should select “Not Applicable” in response to this question.

Document Information	
Description of contract or instrument	Articles of Incorporation (Southern Wisconsin Broadcasting, LLC)
Parties to contract or instrument	State of Wisconsin
Date of execution	10/1995
Date of expiration	No expiration date

<b>Agreement type</b> (check all that apply)	Other <b>Agreement Type:</b> Articles of Incorporation (Southern Wisconsin Broadcasting, LLC)
---	--

Document Information	
<b>Description of contract or instrument</b>	Operating Agreement (Southern Wisconsin Broadcasting, LLC)
<b>Parties to contract or instrument</b>	Bliss Communications, Inc. and West Bend Broadcasting, Inc.
<b>Date of execution</b>	04/1996
<b>Date of expiration</b>	No expiration date
<b>Agreement type</b> (check all that apply)	Other <b>Agreement Type:</b> Operating Agreement

Document Information	
<b>Description of contract or instrument</b>	Amended and Restated Articles of Incorporation (West Bend Broadcasting, Inc.)
<b>Parties to contract or instrument</b>	State of Wisconsin
<b>Date of execution</b>	08/1974
<b>Date of expiration</b>	No expiration date
<b>Agreement type</b> (check all that apply)	Other <b>Agreement Type:</b> Amended and Restated Articles of Incorporation (West Bend Broadcasting, Inc.)

Document Information	
<b>Description of contract or instrument</b>	Restated Articles of Incorporation (Bliss Communications, Inc.)
<b>Parties to contract or instrument</b>	State of Wisconsin
<b>Date of execution</b>	10/1966
<b>Date of expiration</b>	No expiration date
<b>Agreement type</b> (check all that apply)	Other <b>Agreement Type:</b> Restated Articles of Incorporation (Bliss Communications, Inc.)

Document Information	
<b>Description of contract or instrument</b>	Amended and Restated Bylaws (Bliss Communications, Inc.)
<b>Parties to contract or instrument</b>	State of Wisconsin
<b>Date of execution</b>	10/1966
<b>Date of expiration</b>	No expiration date
<b>Agreement type</b> (check all that apply)	Other <b>Agreement Type:</b> Amended and Restated Bylaws (Bliss Communications, Inc.)

Document Information	
<b>Description of contract or instrument</b>	Redemption Agreement (Bliss Communications, Inc.)

<b>Parties to contract or instrument</b>	Various Shareholders
<b>Date of execution</b>	09/1989
<b>Date of expiration</b>	No expiration date
<b>Agreement type</b> (check all that apply)	Other <b>Agreement Type:</b> Redemption Agreement (Bliss Communications, Inc.)

Document Information	
<b>Description of contract or instrument</b>	Amended and Restated Articles of Incorporation (Bliss Communications, Inc.)
<b>Parties to contract or instrument</b>	State of Wisconsin
<b>Date of execution</b>	09/1989
<b>Date of expiration</b>	No expiration date
<b>Agreement type</b> (check all that apply)	Other <b>Agreement Type:</b> Amended and Restated Articles of Incorporation (Bliss Communications, Inc.)

## 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, directors, stockholders, non-insulated partners, non-insulated members, 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>	0002701340	
<b>Entity Name</b>	Southern Wisconsin Broadcasting LLC	
<b>Address</b>	<b>PO Box</b>	
	<b>Street 1</b>	One South Parker Drive
	<b>Street 2</b>	PO Box 5001
	<b>City</b>	Janesville
	<b>State ("NA" if non-U.S. address)</b>	WI
	<b>Zip/Postal Code</b>	53547

	Country (if non-U.S. address)	United States	
Listing Type	Respondent		
Positional Interests (check all that apply)	Respondent		
Tribal Nation or Tribal Entity	Interest holder is not a Tribal nation or Tribal entity		
Interest Percentages (enter percentage values from 0.0 to 100.0)	Voting	0.0%	Jointly Held? No
	Equity	0.0%	
	Total assets (Equity Debt Plus)	0.0%	
Does interest holder have an attributable interest in one or more broadcast stations that do not appear on this report?			No

Ownership Information			
FRN	0019411503		
Name	Sidney H. Bliss		
Address	PO Box		
	Street 1	644 South Shore Drive	
	Street 2		
	City	Fontana	
	State ("NA" if non-U.S. address)	WI	
	Zip/Postal Code	53125	
	Country (if non-U.S. address)	United States	
Listing Type	Other Interest Holder		
Positional Interests (check all that apply)	Officer, Director		
Citizenship, Gender, Ethnicity, and Race Information (Natural Persons Only)	Citizenship	US	
	Gender	Male	
	Ethnicity	Not Hispanic or Latino	
	Race	White	
Interest Percentages (enter percentage values from 0.0 to 100.0)	Voting	0.0%	Jointly Held? No
	Equity	0.0%	
	Total assets (Equity Debt Plus)		
Does interest holder have an attributable interest in one or more broadcast stations that do not appear on this report?			No

FRN	0019411628		
Name	Michael O'Brien		
Address	PO Box		
	Street 1	824 Suffolk Drive	
	Street 2		
	City	Janesville	
	State ("NA" if non-U.S. address)	WI	
	Zip/Postal Code	53546	
	Country (if non-U.S. address)	United States	
Listing Type	Other Interest Holder		
Positional Interests (check all that apply)	Officer, Director		
Citizenship, Gender, Ethnicity, and Race Information (Natural Persons Only)	Citizenship	US	
	Gender	Male	
	Ethnicity	Not Hispanic or Latino	
	Race	White	
Interest Percentages (enter percentage values from 0.0 to 100.0)	Voting	0.0%	Jointly Held? No
	Equity	0.0%	
	Total assets (Equity Debt Plus)		
Does interest holder have an attributable interest in one or more broadcast stations that do not appear on this report?			No

Ownership Information			
FRN	0019605633		
Entity Name	Bliss Communications, Inc.		
Address	PO Box		
	Street 1	One South Parker Drive	
	Street 2	PO Box 5001	
	City	Janesville	
	State ("NA" if non-U.S. address)	WI	
	Zip/Postal Code	53547	
	Country (if non-U.S. address)	United States	
Listing Type	Other Interest Holder		
Positional Interests (check all that apply)	LC/LLC/PLLC Member, Attributable Investor		

<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>	95.0%	<b>Jointly Held?</b> No
	<b>Equity</b>	95.0%	
	<b>Total assets (Equity Debt Plus)</b>		
<b>Does interest holder have an attributable interest in one or more broadcast stations that do not appear on this report?</b>			No

<b>Ownership Information</b>			
<b>FRN</b>	0002715118		
<b>Entity Name</b>	West Bend Broadcasting Inc.		
<b>Address</b>	<b>PO Box</b>		
	<b>Street 1</b>	One South Parker Drive	
	<b>Street 2</b>	PO Box 5001	
	<b>City</b>	Janesville	
	<b>State ("NA" if non-U.S. address)</b>	WI	
	<b>Zip/Postal Code</b>	53547	
	<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)	LC/LLC/PLLC Member		
<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>	5.0%	<b>Jointly Held?</b> No
	<b>Equity</b>	5.0%	
	<b>Total assets (Equity Debt Plus)</b>		
<b>Does interest holder have an attributable interest in one or more broadcast stations that do not appear on this report?</b>			No

<b>Ownership Information</b>		
<b>FRN</b>	0027122191	
<b>Name</b>	Mary Jo Villa	
<b>Address</b>	<b>PO Box</b>	
	<b>Street 1</b>	One South Parker Drive
	<b>Street 2</b>	PO Box 5001
	<b>City</b>	Janesville

	<b>State ("NA" if non-U.S. address)</b>	WI	
	<b>Zip/Postal Code</b>	53547	
	<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		
<b>Citizenship, Gender, Ethnicity, and Race Information (Natural Persons Only)</b>	<b>Citizenship</b>	US	
	<b>Gender</b>	Female	
	<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>	0.0%	<b>Jointly Held?</b> No
	<b>Equity</b>	0.0%	
	<b>Total assets (Equity Debt Plus)</b>		
<b>Does interest holder have an attributable interest in one or more broadcast stations that do not appear on this report?</b>			No

Ownership Information			
<b>FRN</b>	0027122043		
<b>Name</b>	Pam Schmoldt		
<b>Address</b>	<b>PO Box</b>		
	<b>Street 1</b>	1605 Shannon Drive	
	<b>Street 2</b>		
	<b>City</b>	Janesville	
	<b>State ("NA" if non-U.S. address)</b>	WI	
	<b>Zip/Postal Code</b>	53546	
	<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		
<b>Citizenship, Gender, Ethnicity, and Race Information (Natural Persons Only)</b>	<b>Citizenship</b>	US	
	<b>Gender</b>	Female	
	<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>	0.0%	<b>Jointly Held?</b> No



	Equity	0.0%	
	Total assets (Equity Debt Plus)		
Does interest holder have an attributable interest in one or more broadcast stations that do not appear on this report?			No

Ownership Information			
FRN	0027131572		
Name	Pamela Milheiser		
Address	PO Box		
	Street 1	27 Wilson Avenue	
	Street 2		
	City	Ft. Atkinson	
	State ("NA" if non-U.S. address)	WI	
	Zip/Postal Code	53114	
	Country (if non-U.S. address)	United States	
Listing Type	Other Interest Holder		
Positional Interests (check all that apply)	Officer		
Citizenship, Gender, Ethnicity, and Race Information (Natural Persons Only)	Citizenship	US	
	Gender	Female	
	Ethnicity	Not Hispanic or Latino	
	Race	White	
Interest Percentages (enter percentage values from 0.0 to 100.0)	Voting	0.0%	Jointly Held? No
	Equity	0.0%	
	Total assets (Equity Debt Plus)		
Does interest holder have an attributable interest in one or more broadcast stations that do not appear on this report?			No

(b) Respondent certifies that any interests, including equity, financial, or voting interests, not reported in this filing are non-attributable. If "No," submit as an exhibit an explanation.	Yes
---	-----

<p><b>(c) Does the Respondent or any reported interest holder hold an attributable interest in any newspaper entities in the same market as any station for which this report is filed, as defined in 47 C.F.R. Section 73.3555?</b></p> <p>If "<u>Yes</u>," provide information describing the interest(s), using EITHER the subform OR the spreadsheet option below. Respondents with a large number (50 or more) of entries to submit should use the spreadsheet option.</p> <p>NOTE: Spreadsheets must be submitted in a special XML Spreadsheet format with the appropriate structure that is specified in the documentation. For instructions on how to use the spreadsheet option to complete this question (including templates to start with), please <a href="#">Click Here</a>.</p> <p>If using the subform, 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 newspaper entity solely on the basis of the Commission's Equity Debt Plus attribution standard, 47 C.F.R. Section 73.3555, Note 2(i). If using an XML Spreadsheet, enter "NA" into the percentage of total assets (Equity Debt Plus) field for an interest holder unless that interest holder has an attributable interest in the newspaper entity solely on the basis of the Commission's Equity Debt Plus attribution standard.</p> <p>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.</p>	Yes
---	-----

Other Newspaper Interests		
FRN	0019605633	
Name	Bliss Communications, Inc.	
Name of Newspaper	Janesville Gazette	
Location of Newspaper	City	Janesville
	State	WI
Positional Interests (check all that apply)	Attributable Entity	
Interest Percentages (enter percentage values from 0.0 to 100.0)	Voting	0.0%
	Equity	0.0%
	Total assets (Equity Debt Plus)	

Other Newspaper Interests		
FRN	0027122191	
Name	Mary Jo Villa	
Name of Newspaper	Janesville Gazette	
Location of Newspaper	City	Janesville
	State	WI

<b>Positional Interests</b> (check all that apply)	Other - Attributable person	
<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>	

Other Newspaper Interests		
<b>FRN</b>	0019411628	
<b>Name</b>	Michael O'Brien	
<b>Name of Newspaper</b>	Janesville Gazette	
<b>Location of Newspaper</b>	<b>City</b>	Janesville
	<b>State</b>	WI
<b>Positional Interests</b> (check all that apply)	Other - Attributable Person	
<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>	

Other Newspaper Interests		
<b>FRN</b>	0027131572	
<b>Name</b>	Pamela Milheiser	
<b>Name of Newspaper</b>	Janesville Gazette	
<b>Location of Newspaper</b>	<b>City</b>	Janesville
	<b>State</b>	WI
<b>Positional Interests</b> (check all that apply)	Other - Attributable Person	
<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>	

Other Newspaper Interests		
<b>FRN</b>	0027122043	
<b>Name</b>	Pam Schmoltd	
<b>Name of Newspaper</b>	Janesville Gazette	
<b>Location of Newspaper</b>	<b>City</b>	Janesville
	<b>State</b>	WI
<b>Positional Interests</b> (check all that apply)	Other - Attributable person	
<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>	

Other Newspaper Interests		
FRN	0019411503	
Name	Sidney H. Bliss	
Name of Newspaper	Janesville Gazette	
Location of Newspaper	City	Janesville
	State	WI
Positional Interests (check all that apply)	Owner, Stockholder	
Interest Percentages (enter percentage values from 0.0 to 100.0)	Voting	100.0%
	Equity	100.0%
	Total assets (Equity Debt Plus)	

Other Newspaper Interests		
FRN	0002701340	
Name	Southern Wisconsin Broadcasting LLC	
Name of Newspaper	Janesville Gazette	
Location of Newspaper	City	Janesville
	State	WI
Positional Interests (check all that apply)	Attributable Entity	
Interest Percentages (enter percentage values from 0.0 to 100.0)	Voting	0.0%
	Equity	0.0%
	Total assets (Equity Debt Plus)	

Other Newspaper Interests		
FRN	0002715118	
Name	West Bend Broadcasting Inc.	
Name of Newspaper	Janesville Gazette	
Location of Newspaper	City	Janesville
	State	WI
Positional Interests (check all that apply)	Attributable Entity	
Interest Percentages (enter percentage values from 0.0 to 100.0)	Voting	0.0%
	Equity	0.0%
	Total assets (Equity Debt Plus)	

<b>(d) Are any of the individuals listed as an attributable interest holder in the Respondent married to each other or related to each other as parentchild or as siblings?</b>	No
If " <u>Yes</u> ," provide the following information for each such the relationship.	

<b>(e) Is Respondent seeking an attribution exemption for any officer or director with duties wholly unrelated to the Licensee(s)?</b>	No
If " <u>Yes</u> ," 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.	

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.

File Name	Uploaded By	Attachment Type	Description
<a href="#">Bliss Ownership Org Chart -2017.pdf</a>	Applicant	Ownership Chart	Organizational Chart

Section III - Certification

Certification

Section	Question	Response
Authorized Party to Sign	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).	
Certification	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>President</b> Exact Legal Title or Name of Respondent: <b>Southern Wisconsin Broadcasting, LLC</b> Name: <b>Sidney H. Bliss</b> Phone: <b>6087527895</b>  01/12/2018