



(REFERENCE COPY - Not for submission)

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

File Number: 0000041239 | Submit Date: 2018-02-02 | FRN: 0002711455

Purpose: Noncommercial Broadcast Stations Biennial Ownership Report | Status: Received | Status Date: 02/02/2018

Filing Status: Active

Section I - General Information

1. Respondent

FRN		Entity Name			
0002711455		State of Wisconsin - Educational Communications Board			

Street Address	City (and Country if non U.S. address)	State ("NA" if non-U.S. address)	Zip Code	Phone	Email
3319 West Beltline Highway	Madison	WI	53713-4296	+1 (608) 264-9645	jeffreyd.ohnstad@ecb.org

2. Contact Representative

Name		Organization			
Barry Persh		Gray Miller Persh LLP			

Street Address	City (and Country if non U.S. address)	State	Zip Code	Phone	Email
1200 New Hampshire Avenue NW 410	Washington	DC	20036	+1 (202) 776-2458	bpersh@graymillerpersh.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
State of Wisconsin - Educational Communications Board	0002711455

Fac. ID No.	Call Sign	City	State	Service
18780	WHLA-TV	LA CROSSE	WI	DTV
18793	WHWC-TV	MENOMONIE	WI	DTV
18798	WPNE-TV	GREEN BAY	WI	DTV
63030	WERN	MADISON	WI	FM
63031	WLBL-FM	WAUSAU	WI	FM
63046	WLEF-TV	PARK FALLS	WI	DTV
63055	WHLA	LA CROSSE	WI	FM
63056	WHHI	HIGHLAND	WI	FM
63058	WHBM	PARK FALLS	WI	FM
63060	WPNE	GREEN BAY	WI	FM
63078	WHWC	MENOMONIE	WI	FM
63083	WHRM	WAUSAU	WI	FM
63089	WHSА	BRULE	WI	FM
63091	WHAD	DELAFIELD	WI	FM
63138	WLBL	AUBURNDALE	WI	AM
73036	WHRM-TV	WAUSAU	WI	DTV
83611	WHDІ	SISTER BAY	WI	FM
83612	WHND	SISTER BAY	WI	FM
89432	WSSU	SUPERIOR	WI	FM
91555	WHAA	ADAMS	WI	FM
91616	WSSW	PLATTEVILLE	WI	FM
172402	WHSF	RHINELANDER	WI	FM
184111	WHWA	WASHBURN	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	WISCONSIN PUBLIC BROADCASTING AFFILIATION

Parties to contract or instrument	UNIVERSITY OF WISCONSIN SYSTEM/BOARD OF REGENTS
Date of execution	07/2016
Date of expiration	06/2018
Agreement type (check all that apply)	Network Affiliation Agreement

Document Information	
Description of contract or instrument	PBS AFFILIATION AGREEMENT
Parties to contract or instrument	PUBLIC BROADCASTING SERVICE
Date of execution	07/2017
Date of expiration	06/2018
Agreement type (check all that apply)	Network Affiliation Agreement

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		
FRN	0002711455	
Entity Name	State of Wisconsin - Educational Communications Board	
Address	PO Box	
	Street 1	3319 West Beltline Highway
	Street 2	
	City	Madison
	State ("NA" if non-U.S. address)	WI
	Zip/Postal Code	53713-4296
	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%	
	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	9990120341		
Name	Rolf Wegenke		
Address	PO Box		
	Street 1	122 West Washington Avenue	
	Street 2	Suite 700	
	City	Madison	
	State ("NA" if non-U.S. address)	WI	
	Zip/Postal Code	53703	
	Country (if non-U.S. address)	United States	
Listing Type	Other Interest Holder		
Positional Interests (check all that apply)	Officer, Other - ChairMember of Governing Board (or other governing entity)		
Principal Profession or Occupation	President Wisconsin Association of Independent Colleges and Universities		
By Whom Appointed or Elected	Governor		
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	6.2%	
	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	9990120348	
Name	Richard Lepping	
Address	PO Box	
	Street 1	1634 Sherman Avenue
	Street 2	
	City	Madison
	State ("NA" if non-U.S. address)	WI
	Zip/Postal Code	53704
	Country (if non-U.S. address)	United States
Listing Type	Other Interest Holder	
Positional Interests (check all that apply)	Member of Governing Board (or other governing entity)	
Principal Profession or Occupation	Retired Restaurateur	
By Whom Appointed or Elected	Governor	
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	6.2%
	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	9990120354	
Name	Luther Olsen	
Address	PO Box	
	Street 1	1023 Thomas Street
	Street 2	
	City	Ripon
	State ("NA" if non-U.S. address)	WI
	Zip/Postal Code	54971

	Country (if non-U.S. address)	United States
Listing Type	Other Interest Holder	
Positional Interests (check all that apply)	Member of Governing Board (or other governing entity)	
Principal Profession or Occupation	State Senator	
By Whom Appointed or Elected	WI State Senate	
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	6.2%
	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	9990120356	
Name	Eileen Kay Littig	
Address	PO Box	
	Street 1	721 S. Quincy Street
	Street 2	
	City	Green Bay
	State ("NA" if non-U.S. address)	WI
	Zip/Postal Code	54301
	Country (if non-U.S. address)	United States
Listing Type	Other Interest Holder	
Positional Interests (check all that apply)	Officer, Other - SecretaryMember of Governing Board (or other governing entity)	
Principal Profession or Occupation	Retired TV Producer	
By Whom Appointed or Elected	Governor	
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	6.2%
	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	9990120358	
Name	David E. Hutchison	
Address	PO Box	
	Street 1	N8915 County Road DK
	Street 2	
	City	Luxemburg
	State ("NA" if non-U.S. address)	WI
	Zip/Postal Code	54217
	Country (if non-U.S. address)	United States
Listing Type	Other Interest Holder	
Positional Interests (check all that apply)	Member of Governing Board (or other governing entity)	
Principal Profession or Occupation	Owner, Sales Consulting LLC	
By Whom Appointed or Elected	Governor	
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	6.2%
	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	9990120365

Name	Raymond Cross	
Address	PO Box	
	Street 1	1720 Van Hise Hall
	Street 2	1220 Linden Drive
	City	Madison
	State ("NA" if non-U.S. address)	WI
	Zip/Postal Code	53706
	Country (if non-U.S. address)	United States
Listing Type	Other Interest Holder	
Positional Interests (check all that apply)	Member of Governing Board (or other governing entity)	
Principal Profession or Occupation	President, University of Wisconsin System	
By Whom Appointed or Elected	WI State Statute	
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	6.2%
	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?		Yes

Ownership Information		
FRN	9990120367	
Name	Dave Considine	
Address	PO Box	8952
	Street 1	
	Street 2	
	City	Madison
	State ("NA" if non-U.S. address)	WI
	Zip/Postal Code	53703
	Country (if non-U.S. address)	United States
Listing Type	Other Interest Holder	

Positional Interests (check all that apply)	Member of Governing Board (or other governing entity)		
Principal Profession or Occupation	State Representative		
By Whom Appointed or Elected	WI State Assembly		
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	6.2%	
	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	9990120863	
Name	Karen Schroeder	
Address	PO Box	219
	Street 1	
	Street 2	
	City	Birchwood
	State ("NA" if non-U.S. address)	WI
	Zip/Postal Code	54817
	Country (if non-U.S. address)	United States
Listing Type	Other Interest Holder	
Positional Interests (check all that apply)	Member of Governing Board (or other governing entity)	
Principal Profession or Occupation	Retired Educator, President, Advocates for Academic Freedom	
By Whom Appointed or Elected	Governor	
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	Voting	6.2%

from 0.0 to 100.0)	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	9990120871	
Name	Bohdan Zachary	
Address	PO Box	
	Street 1	1036 North Eighth St
	Street 2	Fourth Floor
	City	Milwaukee
	State ("NA" if non-U.S. address)	WI
	Zip/Postal Code	53233
	Country (if non-U.S. address)	United States
Listing Type	Other Interest Holder	
Positional Interests (check all that apply)	Member of Governing Board (or other governing entity)	
Principal Profession or Occupation	General Manager, Milwaukee Public Television	
By Whom Appointed or Elected	Wisconsin Technical College System Board	
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	6.2%
	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?		Yes

Ownership Information		
FRN	9990120872	
Name	Morna Foy	
Address	PO Box	7874
	Street 1	

	Street 2	
	City	Madison
	State ("NA" if non-U.S. address)	WI
	Zip/Postal Code	53707
	Country (if non-U.S. address)	United States
Listing Type	Other Interest Holder	
Positional Interests (check all that apply)	Member of Governing Board (or other governing entity)	
Principal Profession or Occupation	President, Wisconsin Technical College System	
By Whom Appointed or Elected	WI State Statute	
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	6.2%
	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	9990120881	
Name	Fred Risser	
Address	PO Box	7882
	Street 1	
	Street 2	
	City	Madison
	State ("NA" if non-U.S. address)	WI
	Zip/Postal Code	53707
	Country (if non-U.S. address)	United States
Listing Type	Other Interest Holder	
Positional Interests (check all that apply)	Member of Governing Board (or other governing entity)	

Principal Profession or Occupation	State Senator		
By Whom Appointed or Elected	WI State Statute		
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	6.2%	
	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	9990120882	
Name	Bryan Steil	
Address	PO Box	
	Street 1	200 State St.
	Street 2	
	City	Beloit
	State ("NA" if non-U.S. address)	WI
	Zip/Postal Code	53511
	Country (if non-U.S. address)	United States
Listing Type	Other Interest Holder	
Positional Interests (check all that apply)	Member of Governing Board (or other governing entity)	
Principal Profession or Occupation	Attorney	
By Whom Appointed or Elected	UW Board of Regents	
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	6.2%
	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	9990119515	
Name	Tony Evers	
Address	PO Box	7841
	Street 1	
	Street 2	
	City	Madison
	State ("NA" if non-U.S. address)	WI
	Zip/Postal Code	53707
	Country (if non-U.S. address)	United States
Listing Type	Other Interest Holder	
Positional Interests (check all that apply)	Member of Governing Board (or other governing entity)	
Principal Profession or Occupation	State Superintendent, Dept. of Public Instruction	
By Whom Appointed or Elected	WI State Statute	
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	6.2%
	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	9990120884	
Name	Scott Neitzel	
Address	PO Box	
	Street 1	101 E. Wilson St
	Street 2	

	<div>City</div>	Madison
	<div>State ("NA" if non-U.S. address)</div>	WI
	<div>Zip/Postal Code</div>	53703
	<div>Country (if non-U.S. address)</div>	United States
<div>Listing Type</div>	Other Interest Holder	
<div>Positional Interests<div>(check all that apply)</div></div>	Member of Governing Board (or other governing entity)	
<div>Principal Profession or Occupation</div>	Secretary, WI Department of Administration	
<div>By Whom Appointed or Elected</div>	WI State Statute	
<div>Citizenship, Gender, Ethnicity, and Race Information (Natural Persons Only)</div>	<div>Citizenship</div>	US
	<div>Gender</div>	Male
	<div>Ethnicity</div>	Not Hispanic or Latino
	<div>Race</div>	White
<div>Interest Percentages<div>(enter percentage values from 0.0 to 100.0)</div></div>	<div>Voting</div>	6.2%
	<div>Equity</div>	0.0%
	<div>Total assets (Equity Debt Plus)</div>	
<div>Does interest holder have an attributable interest in one or more broadcast stations that do not appear on this report?</div>		No

Ownership Information		
<div>FRN</div>	9990120885	
<div>Name</div>	Dean Dietrich	
<div>Address</div>	<div>PO Box</div>	
	<div>Street 1</div>	500 First St
	<div>Street 2</div>	Suite 8000
	<div>City</div>	Wausau
	<div>State ("NA" if non-U.S. address)</div>	WI
	<div>Zip/Postal Code</div>	54402
	<div>Country (if non-U.S. address)</div>	United States
<div>Listing Type</div>	Other Interest Holder	
<div>Positional Interests<div>(check all that apply)</div></div>	Member of Governing Board (or other governing entity)	
<div>Principal Profession or Occupation</div>	Wisconsin Public Radio Association President	

By Whom Appointed or Elected	WI State Statute	
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	6.2%
	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	9990120886	
Name	Amy Loudenbeck	
Address	PO Box	
	Street 1	10737 S. State Rd 140
	Street 2	
	City	Clinton
	State ("NA" if non-U.S. address)	WI
	Zip/Postal Code	53525
	Country (if non-U.S. address)	United States
Listing Type	Other Interest Holder	
Positional Interests (check all that apply)	Member of Governing Board (or other governing entity)	
Principal Profession or Occupation	State Legislator	
By Whom Appointed or Elected	WI State Assembly	
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	6.2%
	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
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(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
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(c) Is Respondent seeking an attribution exemption for any officer or director with duties wholly unrelated to the Licensee(s)? 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
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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.

State of Wisconsin - Educational Communications Board is a state governmental entity governed by its Board Members. There is no parent entity.

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: Deputy Administrator Engineering Division Exact Legal Title or Name of Respondent: State of Wisconsin - Educational Communications Board Name: Jeffrey Ohnstad Phone: 6082150088 02/02/2018