



(REFERENCE COPY - Not for submission)

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

File Number: 0000045807 | Submit Date: 2018-03-01 | FRN: 0025367715

Purpose: Noncommercial Broadcast Stations Biennial Ownership Report | Status: Received | Status Date: 03/01/2018

Filing Status: Active

Section I - General Information

1. Respondent

FRN		Entity Name			
0025367715		BLUGOLD RADIO LLC			

Street Address	City (and Country if non U.S. address)	State ("NA" if non-U.S. address)	Zip Code	Phone	Email
105 Garfield Avenue - PO Box 4004 ATTN: Blugold Radio, LLC	Eau Claire	WI	54702	+1 (715) 836-2000	scott@blugoldradio.org

2. Contact Representative

Name		Organization			
Ernest T. Sanchez		The Sanchez Law Firm PC			

Street Address	City (and Country if non U.S. address)	State	Zip Code	Phone	Email
1155 F Street NW Suite 1050	Washington	DC	20004	+1 (202) 237-2814	ernestsanchez2348@gmail.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?	Yes	

(b) Provide the following information about this report:

Purpose	Biennial
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"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.
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5. Licensee(s)
and Station(s)

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

Licensee/Permittee Name	FRN
BLUGOLD RADIO LLC	0025367715

Fac. ID No.	Call Sign	City	State	Service
82292	WDRK	CORNELL	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 Organization
Parties to contract or instrument	Blugold Radio, LLC and State of Wisconsin
Date of execution	02/2016
Date of expiration	No expiration date
Agreement type (check all that apply)	Other Agreement Type: Governance document for LLC

Document Information	
Description of contract or instrument	LLC Management Agreement
Parties to contract or instrument	Blugold Radio, LLC, and University of Wisconsin-Eau Claire Foundation, Inc.
Date of execution	02/2016
Date of expiration	No expiration date
Agreement type (check all that apply)	Other Agreement Type: LLC Governance document

Document Information	
Description of contract or instrument	Restated Articles of Incorporation of University of Wisconsin-Eau Claire Foundation, Inc.
Parties to contract or instrument	University of Wisconsin-Eau Claire Foundation, Inc., and State of Wisconsin
Date of execution	09/2012

Date of expiration	No expiration date
Agreement type (check all that apply)	Other Agreement Type: Corporate Governance document

Document Information	
Description of contract or instrument	Amended And Restated Bylaws of University of Wisconsin-Eau Claire Foundation, Inc.
Parties to contract or instrument	University of Wisconsin-Eau Claire Foundation, Inc., and State of Wisconsin
Date of execution	09/2012
Date of expiration	No expiration date
Agreement type (check all that apply)	Other Agreement Type: Corporate Governance document

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	0025367715	
Entity Name	BLUGOLD RADIO LLC	
Address	PO Box	
	Street 1	105 Garfield Avenue - PO Box 4004
	Street 2	ATTN: Blugold Radio, LLC
	City	Eau Claire
	State ("NA" if non-U.S. address)	WI
	Zip/Postal Code	54702
	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	9990129159		
Name	Kimera Way		
Address	PO Box	4004	
	Street 1		
	Street 2		
	City	Eau Claire	
	State ("NA" if non-U.S. address)	WI	
	Zip/Postal Code	54702-4004	
	Country (if non-U.S. address)	United States	
Listing Type	Other Interest Holder		
Positional Interests (check all that apply)	Officer, Member of Governing Board (or other governing entity)		
Principal Profession or Occupation	Foundation Administration		
By Whom Appointed or Elected	Appointed by Board of UW-EC Foundation		
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%	
	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			
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FRN	0027282623		
Entity Name	University of Wisconsin-Eau-Claire Foundation, Inc.		
Address	PO Box		
	Street 1	105 Garfield Avenue	
	Street 2	PO Box 4004	
	City	Eau Claire	
	State ("NA" if non-U.S. address)	WI	
	Zip/Postal Code	54702-4004	
	Country (if non-U.S. address)	United States	
Listing Type	Other Interest Holder		
Positional Interests (check all that apply)	Parent Entity		
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	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	9990129164	
Name	Andrew Burish	
Address	PO Box	4004
	Street 1	
	Street 2	
	City	Eau Claire
	State ("NA" if non-U.S. address)	WI
	Zip/Postal Code	54702-4004
	Country (if non-U.S. address)	United States
Listing Type	Other Interest Holder	
Positional Interests (check all that apply)	Officer, Member of Governing Board (or other governing entity)	
Principal Profession or Occupation	Financial investment officer	

By Whom Appointed or Elected	Appointed by the 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	3.4%
	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	9990129166	
Name	Timothy Ball	
Address	PO Box	4004
	Street 1	
	Street 2	
	City	Eau Claire
	State ("NA" if non-U.S. address)	WI
	Zip/Postal Code	54702-4004
	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	International Tax Partner	
By Whom Appointed or Elected	Appointed by the 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	3.4%
	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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Ownership Information		
FRN	9990129167	
Name	Michael Carney	
Address	PO Box	4004
	Street 1	
	Street 2	
	City	Eau Claire
	State ("NA" if non-U.S. address)	WI
	Zip/Postal Code	54702-4004
	Country (if non-U.S. address)	United States
Listing Type	Other Interest Holder	
Positional Interests (check all that apply)	Officer, Member of Governing Board (or other governing entity)	
Principal Profession or Occupation	Vice-Chancellor, University of Wisconsin	
By Whom Appointed or Elected	Appointed by the 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	3.4%
	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	9990129168	
Name	Keith Donnermeyer	
Address	PO Box	4004
	Street 1	
	Street 2	
	City	Eau Claire

	State ("NA" if non-U.S. address)	WI
	Zip/Postal Code	54702-4004
	Country (if non-U.S. address)	United States
Listing Type	Other Interest Holder	
Positional Interests (check all that apply)	Officer, Member of Governing Board (or other governing entity)	
Principal Profession or Occupation	Retired Partner of Deloitte and Touche	
By Whom Appointed or Elected	Appointed by the 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	3.4%
	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	9990129169	
Name	Todd Eberhardt	
Address	PO Box	4004
	Street 1	
	Street 2	
	City	Eau Claire
	State ("NA" if non-U.S. address)	WI
	Zip/Postal Code	54702-4004
	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	Entrepreneur	
By Whom Appointed or Elected	Appointed by the 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	3.4%
	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	9990129170	
Name	Katherine French	
Address	PO Box	4004
	Street 1	
	Street 2	
	City	Eau Claire
	State ("NA" if non-U.S. address)	WI
	Zip/Postal Code	54702-4004
	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	Student at University of Wisconsin-Eau Claire	
By Whom Appointed or Elected	Appointed by the Board	
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%
	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	9990129172	
Name	Sarah French	
Address	PO Box	4004
	Street 1	
	Street 2	
	City	Eau Claire
	State ("NA" if non-U.S. address)	WI
	Zip/Postal Code	54702-4004
	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 of UW-EC Alumni Associatiom	
By Whom Appointed or Elected	Appointed by the Board	
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	3.4%
	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	9990129173	
Name	Catherine Furay	
Address	PO Box	4004
	Street 1	
	Street 2	
	City	Eau Claire
	State ("NA" if non-U.S. address)	WI
	Zip/Postal Code	54702-4004

	Country (if non-U.S. address)	United States
Listing Type	Other Interest Holder	
Positional Interests (check all that apply)	Officer, Member of Governing Board (or other governing entity)	
Principal Profession or Occupation	US Bankruptcy Judge	
By Whom Appointed or Elected	Appointed by the Board	
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	3.4%
	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	9990129175	
Name	Melissa Hoeppner, M.D.	
Address	PO Box	4004
	Street 1	
	Street 2	
	City	Eau Claire
	State ("NA" if non-U.S. address)	WI
	Zip/Postal Code	54702-4004
	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	Physician	
By Whom Appointed or Elected	Appointed by the Board	
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	3.4%	
	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	9990129176		
Name	Timothy Hoeppner		
Address	PO Box	4004	
	Street 1		
	Street 2		
	City	Eau Claire	
	State ("NA" if non-U.S. address)	WI	
	Zip/Postal Code	54702-4004	
	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		
By Whom Appointed or Elected	Appointed by the 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	3.4%	
	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	9990129177

Name	Harry M. Kaiser	
Address	PO Box	4004
	Street 1	
	Street 2	
	City	Eau Claire
	State ("NA" if non-U.S. address)	WI
	Zip/Postal Code	54702-4004
	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	Professor at Cornell University	
By Whom Appointed or Elected	Appointed by the 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	3.4%
	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	9990129178	
Name	Vicki Lord Larson	
Address	PO Box	4004
	Street 1	
	Street 2	
	City	Eau Claire
	State ("NA" if non-U.S. address)	WI
	Zip/Postal Code	54702-4004
	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, Chancellor Emerita UW-EC	
By Whom Appointed or Elected	Appointed by the Board	
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	3.4%
	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	9990129179	
Name	Jeffrey Liddicoat	
Address	PO Box	4004
	Street 1	
	Street 2	
	City	Eau Claire
	State ("NA" if non-U.S. address)	WI
	Zip/Postal Code	54702-4004
	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	Bank Vice-President	
By Whom Appointed or Elected	Appointed by the 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	Voting	3.4%

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	9990129181	
Name	Patti Lien	
Address	PO Box	4004
	Street 1	
	Street 2	
	City	Eau Claire
	State ("NA" if non-U.S. address)	WI
	Zip/Postal Code	54702-4004
	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 Bank Vice-President	
By Whom Appointed or Elected	Appointed by the Board	
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	3.4%
	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	9990129184	
Name	Neil Lipinski	
Address	PO Box	4004
	Street 1	

	Street 2	
	City	Eau Claire
	State ("NA" if non-U.S. address)	WI
	Zip/Postal Code	54702-4004
	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	Real Estate Investor	
By Whom Appointed or Elected	Appointed by the 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	3.4%
	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	9990129187	
Name	Jim Mellinger	
Address	PO Box	4004
	Street 1	
	Street 2	
	City	Eau Claire
	State ("NA" if non-U.S. address)	WI
	Zip/Postal Code	54702-4004
	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		
By Whom Appointed or Elected	Appointed by the 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	3.4%	
	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	9990129189	
Name	Sara Mellinger	
Address	PO Box	4004
	Street 1	
	Street 2	
	City	Eau Claire
	State ("NA" if non-U.S. address)	WI
	Zip/Postal Code	54702-4004
	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	
By Whom Appointed or Elected	Appointed by the Board	
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	3.4%
	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	9990129191	
Name	David Moran	
Address	PO Box	4004
	Street 1	
	Street 2	
	City	Eau Claire
	State ("NA" if non-U.S. address)	WI
	Zip/Postal Code	54702-4004
	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	Executive Vice-President for Marketing and Enterprise Strategy	
By Whom Appointed or Elected	Appointed by the 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	3.4%
	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	9990129194	
Name	Regi Munro	
Address	PO Box	4004
	Street 1	
	Street 2	

	City	Eau Claire
	State ("NA" if non-U.S. address)	WI
	Zip/Postal Code	54702-4004
	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	Chair, Community College Wellness Division	
By Whom Appointed or Elected	Appointed by the 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	3.4%
	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	9990129200	
Name	Therese Pershall	
Address	PO Box	4004
	Street 1	
	Street 2	
	City	Eau Claire
	State ("NA" if non-U.S. address)	WI
	Zip/Postal Code	54702-4004
	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	Bank Marketing Executive	

By Whom Appointed or Elected	Appointed by the Board	
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	3.4%
	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	9990129201	
Name	Mary Jo Quinn	
Address	PO Box	4004
	Street 1	
	Street 2	
	City	Eau Claire
	State ("NA" if non-U.S. address)	WI
	Zip/Postal Code	54702-4004
	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	Insurance company Vice-President and General Counsel	
By Whom Appointed or Elected	Appointed by the Board	
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	3.4%
	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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Ownership Information		
FRN	9990129202	
Name	Brandon Riechers	
Address	PO Box	4004
	Street 1	
	Street 2	
	City	Eau Claire
	State ("NA" if non-U.S. address)	WI
	Zip/Postal Code	54702-4004
	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	Credit Union President and CEO	
By Whom Appointed or Elected	Appointed by the 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	3.4%
	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	9990129203	
Name	Rick Schroeder	
Address	PO Box	4004
	Street 1	
	Street 2	
	City	Eau Claire

	State ("NA" if non-U.S. address)	WI
	Zip/Postal Code	54702-4004
	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	Business Executive	
By Whom Appointed or Elected	Appointed by the 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	3.4%
	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	9990129204	
Name	Christine Smith	
Address	PO Box	4004
	Street 1	
	Street 2	
	City	Eau Claire
	State ("NA" if non-U.S. address)	WI
	Zip/Postal Code	54702-4004
	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	Certified Public Accountant	
By Whom Appointed or Elected	Appointed by the Board	

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	3.4%
	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	9990129205	
Name	George F. Stroebe1	
Address	PO Box	4004
	Street 1	
	Street 2	
	City	Eau Claire
	State ("NA" if non-U.S. address)	WI
	Zip/Postal Code	54702-4004
	Country (if non-U.S. address)	United States
Listing Type	Other Interest Holder	
Positional Interests (check all that apply)	Officer, Member of Governing Board (or other governing entity)	
Principal Profession or Occupation	Retired	
By Whom Appointed or Elected	Appointed by the 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	3.4%
	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	9990129206	
Name	James Schmidt	
Address	PO Box	4004
	Street 1	
	Street 2	
	City	Eau Claire
	State ("NA" if non-U.S. address)	WI
	Zip/Postal Code	54702-4004
	Country (if non-U.S. address)	United States
Listing Type	Other Interest Holder	
Positional Interests (check all that apply)	Officer, Member of Governing Board (or other governing entity)	
Principal Profession or Occupation	Chancellor of University of Wisconsin-Eau-Claire	
By Whom Appointed or Elected	Appointed by the Board - non-voting ex officio	
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%
	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	9990129207	
Name	Angela Pittman Taylor	
Address	PO Box	4004
	Street 1	
	Street 2	
	City	Eau Claire
	State ("NA" if non-U.S. address)	WI
	Zip/Postal Code	54702-4004

	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	Financial Investment Officer	
By Whom Appointed or Elected	Appointed by the BoardI	
Citizenship, Gender, Ethnicity, and Race Information (Natural Persons Only)	Citizenship	US
	Gender	Female
	Ethnicity	Not Hispanic or Latino
	Race	Black or African American
Interest Percentages (enter percentage values from 0.0 to 100.0)	Voting	3.4%
	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	9990129208	
Name	Raymond Skwierczynski	
Address	PO Box	4004
	Street 1	
	Street 2	
	City	Eau Claire
	State ("NA" if non-U.S. address)	WI
	Zip/Postal Code	54702-4004
	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 pharmaceutical company executive	
By Whom Appointed or Elected	Appointed by the 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	3.4%	
	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	9990129211		
Name	Bill Sparkes		
Address	PO Box	4004	
	Street 1		
	Street 2		
	City	Eau Claire	
	State ("NA" if non-U.S. address)	WI	
	Zip/Postal Code	54702-4004	
	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	Sales Executive at iHeart Media		
By Whom Appointed or Elected	Appointed by the 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	3.4%	
	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	9990129212

Name	Eric Wan	
Address	PO Box	4004
	Street 1	
	Street 2	
	City	Eau Claire
	State ("NA" if non-U.S. address)	WI
	Zip/Postal Code	54702-4004
	Country (if non-U.S. address)	United States
Listing Type	Other Interest Holder	
Positional Interests (check all that apply)	Officer, Member of Governing Board (or other governing entity)	
Principal Profession or Occupation	Executive, Pharmacy Benefit Management	
By Whom Appointed or Elected	Appointed by the Board	
Citizenship, Gender, Ethnicity, and Race Information (Natural Persons Only)	Citizenship	US
	Gender	Male
	Ethnicity	Not Hispanic or Latino
	Race	Asian
Interest Percentages (enter percentage values from 0.0 to 100.0)	Voting	3.4%
	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	9990129214	
Name	Jason Wudi	
Address	PO Box	4004
	Street 1	
	Street 2	
	City	Eau Claire
	State ("NA" if non-U.S. address)	WI
	Zip/Postal Code	54702-4004
	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	Intellectual Technology Officer		
By Whom Appointed or Elected	Appointed by the 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	3.4%	
	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	9990129219	
Name	Michele Olson	
Address	PO Box	4004
	Street 1	
	Street 2	
	City	Eau Claire
	State ("NA" if non-U.S. address)	WI
	Zip/Postal Code	54702-4004
	Country (if non-U.S. address)	United States
Listing Type	Other Interest Holder	
Positional Interests (check all that apply)	Officer	
Principal Profession or Occupation	Foundation administration	
By Whom Appointed or Elected	Appointed by the Board	
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	0.0%

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	9990129220	
Name	Coby Kohn	
Address	PO Box	4004
	Street 1	
	Street 2	
	City	Eau Claire
	State ("NA" if non-U.S. address)	WI
	Zip/Postal Code	54702-4004
	Country (if non-U.S. address)	United States
Listing Type	Other Interest Holder	
Positional Interests (check all that apply)	Officer	
Principal Profession or Occupation	Foundation administration	
By Whom Appointed or Elected	Appointed by the 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	0.0%
	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	9990129221	
Name	Lori Maassen	
Address	PO Box	4004
	Street 1	

	Street 2	
	City	Eau Claire
	State ("NA" if non-U.S. address)	WI
	Zip/Postal Code	54702-4004
	Country (if non-U.S. address)	United States
Listing Type	Other Interest Holder	
Positional Interests (check all that apply)	Officer	
Principal Profession or Occupation	Foundation administration	
By Whom Appointed or Elected	Appointed by the Board	
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%
	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
(c) Is Respondent seeking an attribution exemption for any officer or director with duties wholly unrelated to the Licensee(s)? 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.		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.

EXHIBIT: Licensee Blugold Radio, LLC has a single parent entity, the non-profit University of Wisconsin-Eau Claire Foundation, Inc. ("UW-EC Foundation"), which holds a 100% interest in Blugold Radio, LLC.

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: Secretary and Treasurer Exact Legal Title or Name of Respondent: Blugold Radio, LLC Name: Coby Kohn Phone: 8778755824 03/01/2018