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

File Number: **0000090117** | Submit Date: **2019-11-15** | FRN: **0002711455**  
Purpose: **Noncommercial Broadcast Stations Biennial Ownership Report** | Status: **Received** | Status Date: **11/15/2019** |  
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 W Beltline Hwy | Madison                                | WI                               | 53713-4296 | +1 (608) 264-9600 | jeffreyd.ohnstad@ecb.org |

2. Contact Representative

| Name           |  | Organization          |  |  |  |
|----------------|--|-----------------------|--|--|--|
| Barry D. Persh |  | Gray Miller Persh LLP |  |  |  |

| Street Address                      | City (and Country if non U.S. address) | State | Zip Code | Phone             | Email                      |
|-------------------------------------|--|-------|----------|-------------------|----------------------------|
| 2233 Wisconsin Avenue NW, Suite 226 | WASHINGTON                             | DC    | 20007    | +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   | 10/01/2019<br><br>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 | PBS AFFILIATION AGREEMENT   |
| Parties to contract or instrument     | PUBLIC BROADCASTING SERVICE |

|   |                               |
|---|-------------------------------|
| <b>Date of execution</b>                        | 07/2019                       |
| <b>Date of expiration</b>                       | 06/2020                       |
| <b>Agreement type</b><br>(check all that apply) | Network Affiliation Agreement |

| Document Information                            |  |
|---|--|
| <b>Description of contract or instrument</b>    | WISCONSIN PUBLIC BROADCASTING AFFILIATION          |
| <b>Parties to contract or instrument</b>        | UNIVERSITY OF WISCONSIN - MADISON/BOARD OF REGENTS |
| <b>Date of execution</b>                        | 07/2018  |
| <b>Date of expiration</b>                       | 06/2020  |
| <b>Agreement type</b><br>(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 |   |                     |
|-----------------------|---|---------------------|
| <b>FRN</b>            | 0002711455  |                     |
| <b>Entity Name</b>    | State of Wisconsin - Educational Communications Board |                     |
| <b>Address</b>        | <b>PO Box</b>   |                     |
|                       | <b>Street 1</b>                                       | 3319 W Beltline Hwy |
|                       | <b>Street 2</b>                                       |                     |
|                       | <b>City</b>   | Madison             |
|                       | <b>State ("NA" if non-U.S. address)</b>               | WI                  |
|                       | <b>Zip/Postal Code</b>                                | 53713-4296          |
|                       | <b>Country (if non-U.S. address)</b>                  | United States       |
| <b>Listing Type</b>   | Respondent  |                     |
|                       |   |                     |

|  |   |      |  |
|--|---|------|--|
| <b>Positional Interests</b><br>(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><br>(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> |   | No   |  |

|  |   |                        |  |
|--|---|------------------------|--|
| <b>Ownership Information</b>   |   |                        |  |
| <b>FRN</b>   | 9990120871  |                        |  |
| <b>Name</b>  | Bohdan Zachary  |                        |  |
| <b>Address</b>   | <b>PO Box</b>   |                        |  |
|  | <b>Street 1</b>                                       | 1036 North Eighth St.  |  |
|  | <b>Street 2</b>                                       |                        |  |
|  | <b>City</b>   | Milwaukee              |  |
|  | <b>State ("NA" if non-U.S. address)</b>               | WI                     |  |
|  | <b>Zip/Postal Code</b>                                | 53233                  |  |
|  | <b>Country (if non-U.S. address)</b>                  | United States          |  |
| <b>Listing Type</b>  | Other Interest Holder                                 |                        |  |
| <b>Positional Interests</b><br>(check all that apply)  | Member of Governing Board (or other governing entity) |                        |  |
| <b>Principal Profession or Occupation</b>  | General Manager, Milwaukee Public Television          |                        |  |
| <b>By Whom Appointed or Elected</b>  | Wisconsin Technical College System Board              |                        |  |
| <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><br>(enter percentage values from 0.0 to 100.0)   | <b>Voting</b>   | 6.7%                   |  |
|  | <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>Ownership Information</b> |            |  |  |
| <b>FRN</b>                   | 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<br>(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<br>(enter percentage values from 0.0 to 100.0)   | Voting  | 6.7%                   |  |
|   | 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                   | 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            |               |

|  |   |                        |  |
|--|---|------------------------|--|
| <b>Positional Interests</b><br>(check all that apply)  | Member of Governing Board (or other governing entity) |                        |  |
| <b>Principal Profession or Occupation</b>  | President, Wisconsin Technical College System         |                        |  |
| <b>By Whom Appointed or Elected</b>  | WI State Statute                                      |                        |  |
| <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><br>(enter percentage values from 0.0 to 100.0)   | <b>Voting</b>   | 6.7%                   |  |
|  | <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> |   | No                     |  |

| Ownership Information  |   |                        |
|--|---|------------------------|
| <b>FRN</b>   | 9990120354  |                        |
| <b>Name</b>  | Luther Olsen  |                        |
| <b>Address</b>   | <b>PO Box</b>   |                        |
|  | <b>Street 1</b>                                       | 1023 Thomas Street     |
|  | <b>Street 2</b>                                       |                        |
|  | <b>City</b>   | Ripon                  |
|  | <b>State ("NA" if non-U.S. address)</b>               | WI                     |
|  | <b>Zip/Postal Code</b>                                | 54971                  |
|  | <b>Country (if non-U.S. address)</b>                  | United States          |
| <b>Listing Type</b>  | Other Interest Holder                                 |                        |
| <b>Positional Interests</b><br>(check all that apply)                              | Member of Governing Board (or other governing entity) |                        |
| <b>Principal Profession or Occupation</b>  | State Senator   |                        |
| <b>By Whom Appointed or Elected</b>  | WI State Senate                                       |                        |
| <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><br>(enter percentage values                            | <b>Voting</b>   | 6.7%                   |
|  |   |                        |

|   |                                 |      |
|---|---------------------------------|------|
| from 0.0 to 100.0)  | 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   | 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<br>(check all that apply)  | Officer, Member 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<br>(enter percentage values from 0.0 to 100.0)   | Voting   | 6.7%                   |
|   | 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                   | 9990120881  |      |
| Name                  | Fred Risser |      |
| Address               | PO Box      | 7882 |
|                       | Street 1    |      |
|                       | Street 2    |      |

|  |   |                        |
|--|---|------------------------|
|  | <b>City</b>   | Madison                |
|  | <b>State ("NA" if non-U.S. address)</b>               | WI                     |
|  | <b>Zip/Postal Code</b>                                | 53707                  |
|  | <b>Country (if non-U.S. address)</b>                  | United States          |
| <b>Listing Type</b>  | Other Interest Holder                                 |                        |
| <b>Positional Interests</b><br>(check all that apply)  | Member of Governing Board (or other governing entity) |                        |
| <b>Principal Profession or Occupation</b>  | State Senator   |                        |
| <b>By Whom Appointed or Elected</b>  | WI State Statute                                      |                        |
| <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><br>(enter percentage values from 0.0 to 100.0)   | <b>Voting</b>   | 6.7%                   |
|  | <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> |   | No                     |

| Ownership Information                                 |   |                    |
|---|---|--------------------|
| <b>FRN</b>  | 9990122397  |                    |
| <b>Name</b>   | Jose Manuel Delgado                                   |                    |
| <b>Address</b>  | <b>PO Box</b>   |                    |
|   | <b>Street 1</b>                                       | 1220 Linden Drive  |
|   | <b>Street 2</b>                                       | 1860 Van Hise Hall |
|   | <b>City</b>   | Madison            |
|   | <b>State ("NA" if non-U.S. address)</b>               | WI                 |
|   | <b>Zip/Postal Code</b>                                | 53706              |
|   | <b>Country (if non-U.S. address)</b>                  | United States      |
| <b>Listing Type</b>                                   | Other Interest Holder                                 |                    |
| <b>Positional Interests</b><br>(check all that apply) | Member of Governing Board (or other governing entity) |                    |
| <b>Principal Profession or Occupation</b>             | President, CEO Emeritus American Transmission Company |                    |
| <b>By Whom Appointed or</b>                           | University of Wisconsin System Board of Regents       |                    |



|   |                                 |                    |
|---|---------------------------------|--------------------|
| Elected   |                                 |                    |
| Citizenship, Gender, Ethnicity, and Race Information (Natural Persons Only)   | Citizenship                     | US                 |
|   | Gender                          | Male               |
|   | Ethnicity                       | Hispanic or Latino |
|   | Race                            | White              |
| Interest Percentages<br>(enter percentage values from 0.0 to 100.0)   | Voting                          | 6.7%               |
|   | 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? |                                 | Yes                |

|   |   |                           |
|---|---|---------------------------|
| Ownership Information   |   |                           |
| FRN   | 9990120883  |                           |
| Name  | Carolyn Stanford Taylor, PhD.                         |                           |
| Address   | PO Box  |                           |
|   | Street 1  | 125 S. Webster Street     |
|   | 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<br>(check all that apply)  | Member of Governing Board (or other governing entity) |                           |
| Principal Profession or Occupation  | State Superintendent of Public Instruction            |                           |
| 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  | Black or African American |
| Interest Percentages<br>(enter percentage values from 0.0 to 100.0)   | Voting  | 6.7%                      |
|   | 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   | 9990120884  |                        |
| Name  | Joel Brennan  |                        |
| Address   | PO Box  |                        |
|   | Street 1  | 101 E. Wilson St.      |
|   | 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<br>(check all that apply)  | Member of Governing Board (or other governing entity) |                        |
| Principal Profession or Occupation  | Secretary, Department of Administration               |                        |
| 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<br>(enter percentage values from 0.0 to 100.0)   | Voting  | 6.7%                   |
|   | 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                   | 9990120885                       |                            |
| Name                  | Ron Dunlap                       |                            |
| Address               | PO Box                           |                            |
|                       | Street 1                         | 1710 West Marquette Street |
|                       | Street 2                         |                            |
|                       | City                             | Appleton                   |
|                       | State ("NA" if non-U.S. address) | WI                         |
|                       | Zip/Postal Code                  | 54914-2212                 |
|                       |                                  |                            |

|   |   |                           |
|---|---|---------------------------|
|   | Country (if non-U.S. address)                         | United States             |
| Listing Type  | Other Interest Holder                                 |                           |
| Positional Interests<br>(check all that apply)  | Member of Governing Board (or other governing entity) |                           |
| Principal Profession or Occupation  | President, Wisconsin Public Radio Association         |                           |
| 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  | Black or African American |
| Interest Percentages<br>(enter percentage values from 0.0 to 100.0)   | Voting  | 6.7%                      |
|   | 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   | 9990120365  |                        |
| Name  | Raymond Cross   |                        |
| Address   | PO Box  |                        |
|   | Street 1  | 1220 Lindent Drive     |
|   | Street 2  | 1720 Van Hise Hall     |
|   | 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<br>(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 |

|  |  |       |
|--|--|-------|
|  | <b>Race</b>                            | White |
| <b>Interest Percentages</b><br>(enter percentage values from 0.0 to 100.0)   | <b>Voting</b>                          | 6.7%  |
|  | <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   |   |                        |
| FRN   | 9990120358  |                        |
| Name  | David E. Hutchison                                    |                        |
| Address   | PO Box  |                        |
|   | Street 1  | N2653 Hutchinson Road  |
|   | Street 2  |                        |
|   | City  | New Lisbon             |
|   | State ("NA" if non-U.S. address)                      | WI                     |
|   | Zip/Postal Code                                       | 54961                  |
|   | Country (if non-U.S. address)                         | United States          |
| Listing Type  | Other Interest Holder                                 |                        |
| Positional Interests<br>(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<br>(enter percentage values from 0.0 to 100.0)   | Voting  | 6.7%                   |
|   | 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                   | 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<br>(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<br>(enter percentage values from 0.0 to 100.0)   | Voting  | 6.7%                   |  |
|   | 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  | 9990120886  |                |
| Name   | Patrick Snyder  |                |
| Address  | PO Box  | 8952           |
|  | Street 1  | State Capitol  |
|  | Street 2  | Room 307 North |
|  | City  | Madison        |
|  | State ("NA" if non-U.S. address)                      | WI             |
|  | Zip/Postal Code                                       | 53708-8952     |
|  | Country (if non-U.S. address)                         | United States  |
| Listing Type                                   | Other Interest Holder                                 |                |
| Positional Interests<br>(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<br>(enter percentage values from 0.0 to 100.0)   | Voting                          | 6.7%                   |  |
|   | 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<br>(check all that apply)                              | Officer, Member 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<br>(enter percentage values from 0.0 to 100.0)         | Voting  | 6.7%                       |
|   | Equity  | 0.0%                       |
|   | Total assets (Equity Debt   | 0.0%                       |

|   |       |     |
|---|-------|-----|
|   | 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.<br>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)?<br><br>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.

State of Wisconsin Educational Communications Board

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>Executive Director</b><br>Exact Legal Title or Name of Respondent: <b>State of Wisconsin - Educational Communications Board</b><br>Name: <b>Marta Bechtol</b><br>Phone: <b>6082649672</b><br><br>11/15/2019 |