

(REFERENCE COPY - Not for submission)

Commercial Broadcast Stations Biennial Ownership Report (FCC Form 323)

File Number: **0000175595** Submit Date: **2021-12-01** FRN: **0002715563**

Purpose: Commercial Broadcast Stations Biennial Ownership Report Status: Received Status Date: 12/01/2021

Filing Status: Active

Section I - General Information

1. Respondent

FRN	Entity Name
0002715563	Television Wisconsin, Inc. dba: WISC-TV

Street Address	City (and Country if non U.S. address)	State ("NA" if non-U.S. address)	Zip Code	Phone	Email
7025 Raymond Road	Madison	WI	53719- 5371	+1 (608) 271- 4321	lbanks@wisctv.

2. Contact Representative

Name	Organization
Jonathan E. Allen	Rini O'Neil, PC

			Zip		
Street Address	City (and Country if non U.S. address)	State	Code	Phone	Email
2101 L Street, NW Suite 300	Washington	DC	20037	+1 (202) 955-3933	jallen@rinioneil.com

3. Application Filing Fee

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

Fees

Application Type	Form Number	Fee Code	Quantity	Fee Amount	Subtotal
Biennial	Form 323	MAT	1	95	\$85.00
				Total	\$85.00

4. Nature of Respondent

(a) Provide the following information about the Respondent: Relationship to stations/permits Licensee Nature of Respondent For-profit corporation

(b) Provide the following information about this report:			
Purpose	Biennial		
"As of" date	10/01/2021		
	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
Television Wisconsin, Inc. dba: WISC-TV	0002715563

Fac. ID No.	Call Sign	City	State	Service
65143	WISC-TV	MADISON	WI	DTV

Section II – Biennial Ownership Information

1. 47 C.F.R. Section 73.3613 and Other Documents Licensee Respondents that hold authorizations for one or more full power television, AM, and/or FM stations should list all contracts and other instruments set forth in 47 C.F.R. Section 73.3613(a) through (c) for the facility or facilities listed on this report. In addition, attributable Local Marketing Agreements (LMAs) and attributable Joint Sales Agreements (JSAs) must be disclosed by the licensee of the brokering station on its ownership report. If the agreement is an attributable LMA, an attributable JSA, or a network affiliation agreement, check the appropriate box. Otherwise, select "Other." Non-Licensee Respondents, as well as Licensee Respondents that only hold authorizations for Class A television and/or low power television stations, should select "Not Applicable" in response to this question.

Document Information		
Description of contract or instrument	Articles of Incorporation	
Parties to contract or instrument	State of Wisconsin	
Date of execution	08/1945	
Date of expiration	No expiration date	
Agreement type (check all that apply)	Other Agreement Type: Articles of Incorporation	

Document Information

Description of contract or instrument	By-Laws
Parties to contract or instrument	Shareholders Listed Therein
Date of execution	08/1945
Date of expiration	No expiration date
Agreement type (check all that apply)	Other Agreement Type: By-Laws

Document Information		
Description of contract or instrument	Network Affiliation Agreement	
Parties to contract or instrument	CBS, Inc.	
Date of execution	07/2019	
Date of expiration	09/2022	
Agreement type (check all that apply)	Network Affiliation Agreement	

Document Information		
Description of contract or instrument	DABL Network Affiliation Agreement	
Parties to contract or instrument	DABL Network, LLC	
Date of execution	09/2019	
Date of expiration	09/2022	
Agreement type (check all that apply)	Network Affiliation Agreement	

Document Information		
Description of contract or instrument	Newsy Network Affiliation Agreement	
Parties to contract or instrument	Media Convergence Group d/b/a Newsy	
Date of execution	06/2021	
Date of expiration	12/2026	
Agreement type (check all that apply)	Network Affiliation Agreement	

Document Information		
Description of contract or instrument	Distribution Agreement Over-the-Air Service (HSN)	
Parties to contract or instrument	HSNi LLC, Evening Telegram Company	
Date of execution	02/2020	
Date of expiration	04/2022	
Agreement type (check all that apply)	Network Affiliation Agreement	

Document Information	
Description of contract or instrument	Distribution Agreement Over-the-Air Distribution Agreement (QVC)

Parties to contract or instrument	Affiliate Distribution & Mktg, Inc., Evening Telegram Company
Date of execution	02/2020
Date of expiration	04/2022
Agreement type (check all that apply)	Network Affiliation Agreement

Document Information		
Description of contract or instrument	Master Distribution Service Agreement MyNetwork/TVW	
Parties to contract or instrument	MyNetwork TV	
Date of execution	07/2020	
Date of expiration	08/2022	
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, directors, stockholders, non-insulated partners, non-insulated members, and any other persons or entities with a direct attributable interest in the Respondent pursuant to the standards set forth in 47 C.F.R. Section 73.3555. (A "direct" interest is one that is not held through any intervening companies or entities.) List each interest holder with a direct attributable interest in the Respondent separately.

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

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

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

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

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

Ownership Information		
FRN	0002715563	
Entity Name	Television Wisconsin, Inc. dba: WISC-TV	
Address	PO Box	
	Street 1	7025 Raymond Road
	Street 2	
	City Madison	
	State ("NA" if non-U.S. address)	WI
	Zip/Postal Code	53719-5371
	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	Voting	0.0%	Jointly Held? No
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?		Yes	

Ownership Information			
FRN	0005028022		
Entity Name	Evening Telegram Company		
Address	PO Box	PO Box	
	Street 1	7025 Raymond Road	
	Street 2		
	City	Madison	
	State ("NA" if non-U.S. address)	WI	
	Zip/Postal Code	53719-5371	
	Country (if non-U.S. address)	United States	
Listing Type	Other Interest Holder	Other Interest Holder	
Positional Interests (check all that apply)	Stockholder, Other - Parent/Shareholder		
Tribal Nation or Tribal Entity	Interest holder is not a Tribal nation or Tribal entity		
Interest Percentages (enter percentage values	Voting	100.0%	Jointly Held? No
from 0.0 to 100.0)	Equity	100.0%	
	Total assets (Equity Debt Plus)	0.0%	
Does interest holder have an attributable interest in one or more broadcast stations Yes that do not appear on this report?		Yes	

Ownership Information		
FRN	2130006204	
Name	Elizabeth M. Burns	
Address	РО Вох	
	Street 1 6227 East Villa Cassandra Way	

	Street 2		
	City	Cave Creek	
	State ("NA" if non-U.S. address)	AZ	
	Zip/Postal Code	85331	
	Country (if non-U.S. address)	United States	
Listing Type	Other Interest Holder		
Positional Interests (check all that apply)	Officer, Director, Other - Officer/Director of Parent; Attributable Interest In Parent		
Citizenship, Gender,	Citizenship	US	
Ethnicity, and Race Information (Natural	Gender	Female	
Persons Only)	Ethnicity	Not Hispanic or Latino	
	Race	White	
Interest Percentages (enter percentage values	Voting	0.0%	Jointly Held? No
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 Yes that do not appear on this report?			Yes

Ownership Information		
FRN	2130006212	
Name	Richard R. Burns	
Address	РО Вох	
	Street 1	6227 East Villa Cassandra Way
	Street 2	
	City	Cave Creek
	State ("NA" if non-U.S. address)	AZ
	Zip/Postal Code	85331
	Country (if non-U.S. address)	United States
Listing Type	Other Interest Holder	
Positional Interests (check all that apply)	Officer, Other - Officer of Parent	
Citizenship, Gender,	Citizenship US	
Ethnicity, and Race Information (Natural Persons Only)	Gender	Male
	Ethnicity	Not Hispanic or Latino
	Race	White

Interest Percentages (enter percentage values from 0.0 to 100.0)	Voting	0.0%	Jointly Held? No
	Equity	0.0%	
	Total assets (Equity Debt Plus)	0.0%	
Does interest holder have an attributable interest in one or more broadcast stations that do not appear on this report?		Yes	

EDAL	0400000470			
FRN	2130006170			
Name	Brian R. Burns			
Address	РО Вох			
	Street 1	N31W29737 Woodridge Circl	le	
	Street 2			
	City	Pewaukee		
	State ("NA" if non-U.S. address)	WI		
	Zip/Postal Code	53072		
	Country (if non-U.S. address)	United States		
Listing Type	Other Interest Holder			
Positional Interests (check all that apply)	Officer, Other - Officer of Pare	Officer, Other - Officer of Parent		
Citizenship, Gender,	Citizenship	US		
Ethnicity, and Race Information (Natural	Gender	Male		
Persons Only)	Ethnicity	Not Hispanic or Latino		
	Race	White		
Interest Percentages (enter percentage values	Voting	0.0%	Jointly Held? No	
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 o	r more broadcast stations	Yes	

Ownership Information		
FRN	2130006139	
Name	Glenn R. Krieg	
Address	PO Box	
	Street 1	7412 Old Sauk Road
	Street 2	

	City	Madison	
	State ("NA" if non-U.S. address)	WI	
	Zip/Postal Code	53717	
	Country (if non-U.S. address)	United States	
Listing Type	Other Interest Holder		
Positional Interests (check all that apply)	Officer, Director, Other - Officer/Director of Parent		
Citizenship, Gender,	Citizenship	US	
Ethnicity, and Race Information (Natural	Gender	Male	
Persons Only)	Ethnicity	Not Hispanic or Latino	
	Race	White	
Interest Percentages (enter percentage values	Voting	0.0%	Jointly Held? No
from 0.0 to 100.0)	Equity	0.0%	
	Total assets (Equity Debt Plus)	0.0%	
Does interest holder have that do not appear on this	an attributable interest in one o	r more broadcast stations	Yes

Ownership Information		
FRN	2130006238	
Name	Brian P. Lubanski	
Address	PO Box	
	Street 1	103504 East Tripple Vista Drive
	Street 2	
	City Kennewick	
	State ("NA" if non-U.S. WA address) Zip/Postal Code 99338	
	Country (if non-U.S. address)	United States
Listing Type	Other Interest Holder	
Positional Interests (check all that apply)	Other - Officer of Parent	
Citizenship, Gender,	Citizenship	US
Ethnicity, and Race Information (Natural	Gender	Male
Persons Only)	Ethnicity	Not Hispanic or Latino
	Race	White

Interest Percentages (enter percentage values from 0.0 to 100.0)	Voting	0.0%	Jointly Held? No
	Equity	0.0%	
	Total assets (Equity Debt Plus)	0.0%	
Does interest holder have that do not appear on this	an attributable interest in one o	r more broadcast stations	Yes

Ownership Information			
FRN	2130006220		
Name	John B. Murphy		
Address	PO Box		
	Street 1	3723 North Ridge Road	
	Street 2		
	City	Duluth	
	State ("NA" if non-U.S. address)	MN	
	Zip/Postal Code	55804	
	Country (if non-U.S. address)	United States	
Listing Type	Other Interest Holder		
Positional Interests (check all that apply)	Other - Officer/Director of Parent; Attributable Interest In Parent		
Citizenship, Gender,	Citizenship	US	
Ethnicity, and Race Information (Natural	Gender	Male	
Persons Only)	Ethnicity	Not Hispanic or Latino	
	Race	White	
Interest Percentages (enter percentage values	Voting	0.0%	Jointly Held? No
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? Yes			

Ownership Information		
FRN	2130006154	
Name	Neal J. Oberg	
Address	PO Box	
	Street 1	8909 Royal Oak Drive
	Street 2	

	City	Madison	
	State ("NA" if non-U.S. address)	WI	
	Zip/Postal Code	53593	
	Country (if non-U.S. address)	United States	
Listing Type	Other Interest Holder		
Positional Interests (check all that apply)	Other - Officer of Parent		
Citizenship, Gender,	Citizenship	US	
Ethnicity, and Race Information (Natural	Gender	Male	
Persons Only)	Ethnicity	Not Hispanic or Latino	
	Race	White	
Interest Percentages (enter percentage values	Voting	0.0%	Jointly Held? No
from 0.0 to 100.0)	Equity	0.0%	
	Total assets (Equity Debt Plus)	0.0%	
Does interest holder have that do not appear on this	an attributable interest in one o	r more broadcast stations	Yes

Ownership Information		
FRN	2130006121	
Name	Christopher H. Cornelius	
Address	PO Box	
	Street 1	5545 Lakeshore Drive
	Street 2	
	City Ludington	
	State ("NA" if non-U.S. MI address)	
	Zip/Postal Code 49438	
	Country (if non-U.S. address)	United States
Listing Type	Other Interest Holder	
Positional Interests (check all that apply)	Other - Officer of Parent	
Citizenship, Gender,	Citizenship	US
Ethnicity, and Race Information (Natural	Gender	Male
Persons Only)	Ethnicity	Not Hispanic or Latino
	Race	White

Interest Percentages (enter percentage values from 0.0 to 100.0)	Voting	0.0%	Jointly Held? No
	Equity	0.0%	
	Total assets (Equity Debt Plus)	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	2130006162			
Name	William C. Kuhlmann			
Address	PO Box			
	Street 1	411 Prairie Street		
	Street 2			
	City	Northfield		
	State ("NA" if non-U.S. address)	MN		
	Zip/Postal Code	55057		
	Country (if non-U.S. address)	United States		
Listing Type	Other Interest Holder	Other Interest Holder		
Positional Interests (check all that apply)	Other - Director of Parent	Other - Director of Parent		
Citizenship, Gender,	Citizenship	US		
Ethnicity, and Race Information (Natural	Gender	Male		
Persons Only)	Ethnicity	Not Hispanic or Latino		
	Race	White		
Interest Percentages (enter percentage values	Voting	0.0%	Jointly Held? No	
from 0.0 to 100.0)	Equity	0.0%		
	Total assets (Equity Debt Plus)	0.0%		
Does interest holder have that do not appear on this	an attributable interest in one o	or more broadcast stations	Yes	

Ownership Information				
FRN	2130006113	2130006113		
Name	Colin R. Benedict	Colin R. Benedict		
Address	PO Box			
	Street 1	765 Westbridge Trail		
	Street 2			

	City	Waunakee		
	State ("NA" if non-U.S. address)	WI		
	Zip/Postal Code	53597		
	Country (if non-U.S. address)	United States		
Listing Type	Other Interest Holder	Other Interest Holder		
Positional Interests (check all that apply)	Other - Officer of Parent			
Citizenship, Gender,	Citizenship	US		
Ethnicity, and Race Information (Natural	Gender	Male		
Persons Only)	Ethnicity	Not Hispanic or Latino		
	Race	White		
Interest Percentages (enter percentage values	Voting	0.0%	Jointly Held? No	
from 0.0 to 100.0)	Equity	0.0%		
	Total assets (Equity Debt Plus)	0.0%		
Does interest holder have that do not appear on this	an attributable interest in one o	r more broadcast stations	Yes	

Ownership Information				
FRN	2130021716	2130021716		
Name	William R. Vickery	William R. Vickery		
Address	РО Вох	PO Box		
	Street 1	804 Lakeview Drive		
	Street 2			
	City	Pittsburg		
	State ("NA" if non-U.S. address)	KS		
	Zip/Postal Code	66762		
	Country (if non-U.S. address)	United States		
Listing Type	Other Interest Holder	Other Interest Holder		
Positional Interests (check all that apply)	Other - Corp Director of Eng	ineering		
Citizenship, Gender,	Citizenship	US		
Ethnicity, and Race Information (Natural	Gender	Male		
Persons Only)	Ethnicity	Not Hispanic or Latino		
	Race	White		

Interest Percentages (enter percentage values from 0.0 to 100.0)	Voting	0.0% Jointly Held?		
	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	2130021724				
Name	Lyle Banks				
Address	PO Box	РО Вох			
	Street 1	10 Grove Circle			
	Street 2				
	City	Madison			
	State ("NA" if non-U.S. address)	WI	WI		
	Zip/Postal Code	53719	53719		
	Country (if non-U.S. address)	United States			
Listing Type	Other Interest Holder				
Positional Interests (check all that apply)	Officer				
Citizenship, Gender,	Citizenship	US			
Ethnicity, and Race Information (Natural	Gender	Male			
Persons Only)	Ethnicity	Not Hispanic or Latino			
	Race	Black or African American			
Interest Percentages (enter percentage values	tage values No				
from 0.0 to 100.0)	Equity	0.0%			
	Total assets (Equity Debt Plus)	0.0%			
Does interest holder have that do not appear on this	an attributable interest in one o	or more broadcast stations	Yes		

Ownership Information				
FRN	2130022474	2130022474		
Name	Mark Meloy	Mark Meloy		
Address	РО Вох			
	Street 1	912 Castle Stone Pass		
	Street 2			

	City	Verona		
	State ("NA" if non-U.S. address)	WI		
	Zip/Postal Code	53593		
	Country (if non-U.S. address)	United States		
Listing Type	Other Interest Holder	Other Interest Holder		
Positional Interests (check all that apply)	Director			
Citizenship, Gender,	Citizenship	US		
Ethnicity, and Race Information (Natural	Gender	Male		
Persons Only)	Ethnicity	Not Hispanic or Latino		
	Race	White		
Interest Percentages (enter percentage values	Voting	0.0%	Jointly Held? No	
from 0.0 to 100.0)	Equity	0.0%		
	Total assets (Equity Debt Plus)	0.0%		
Does interest holder have that do not appear on this	an attributable interest in one or	or more broadcast stations	Yes	

Ownership Information			
FRN	2130022482		
Name	Kathryn Doty		
Address	PO Box		
	Street 1	2402 County Road AB	
	Street 2		
	City	McFarland	
	State ("NA" if non-U.S. address)	WI	
	Zip/Postal Code	53558	
	Country (if non-U.S. address)	United States	
Listing Type	Other Interest Holder		
Positional Interests (check all that apply)	Other - Officer of Parent		
Citizenship, Gender,	Citizenship	US	
Ethnicity, and Race Information (Natural Persons Only)	Gender	Female	
	Ethnicity	Not Hispanic or Latino	
	Race	White	

Interest Percentages (enter percentage values from 0.0 to 100.0)	Voting	0.0%	Jointly Held? No
	Equity	0.0%	
	Total assets (Equity Debt Plus)	0.0%	
Does interest holder have an attributable interest in one or more broadcast stations that do not appear on this report?			Yes
(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) Does the Respondent or any reported interest holder hold an attributable interest in any newspaper entities in the same market as any station for which this report is filed, as defined in 47 C.F.R. Section 73.3555?

No

If "Yes," provide information describing the interest(s), using EITHER the subform OR the spreadsheet option below. Respondents with a large number (50 or more) of entries to submit should use the spreadsheet option.

NOTE: Spreadsheets must be submitted in a special XML Spreadsheet format with the appropriate structure that is specified in the documentation. For instructions on how to use the spreadsheet option to complete this question (including templates to start with), please Click Here.

If using the subform, leave the percentage of total assets (Equity Debt Plus) field blank for an interest holder unless that interest holder has an attributable interest in the newspaper entity solely on the basis of the Commission's Equity Debt Plus attribution standard, 47 C.F.R. Section 73.3555, Note 2(i). If using an XML Spreadsheet, enter "NA" into the percentage of total assets (Equity Debt Plus) field for an interest holder unless that interest holder has an attributable interest in the newspaper entity solely on the basis of the Commission's Equity Debt Plus attribution standard.

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.

(d) Are any of the individuals listed as an attributable interest holder in the Respondent married to each other or related to each other as parentchild or as siblings?

Yes

If "Yes," provide the following information for each such the relationship.

Family Relationships			
FRN	2130006204	Name	Elizabeth M Burns
FRN	2130006220	Name	John B Murphy
Relationship	Siblings		

Family Relationships				
FRN	2130006212	Name	Richard R Burns	
FRN	2130006204	Name	Elizabeth M Burns	
Relationship	Spouses			

Family Relationships				
FRN	2130006212	Name	Richard R Burns	
FRN	2130006170	Name	Brian R Burns	
Relationship	Parent/Child			

(e) Is Respondent seeking an attribution exemption for any officer or director with duties wholly unrelated to the Licensee(s)?	No
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.	

3. Organizational Chart (Licensees Only)

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

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

File Name	Uploaded By	Attachment Type	Description
Evening Telegram Company Ownership Chart as of Oct 1 2021.pdf	Applicant	Ownership Chart	Evening Telegram Company Ownership Chart as of Oct 1 2021

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 LICENSEOR 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: President/CEO Exact Legal Title or Name of Respondent: President/CEO Name: Elizabeth Murphy Burns Phone: 2185256080 12/01/2021