



(REFERENCE COPY - Not for submission)

# Amendment to a Commercial Broadcast Stations Non-Biennial Ownership Report

File Number: **0000200714** | Submit Date: **2022-10-24** | FRN: **0032433039**  
Purpose: **Commercial Broadcast Stations Non-Biennial Ownership Report Amendment** | Status: **Received** | Status Date: **10/24/2022** | Filing Status: **Active**

Section I - General Information

1. Respondent

FRN	Entity Name
0032433039	Civic Media, Inc.

Street Address	City (and Country if non U.S. address)	State ("NA" if non-U.S. address)	Zip Code	Phone	Email
3535 University Ave.	Madison	WI	53705	+1 (608) 292-4560	info@civicmedia.us

2. Contact Representative

Name	Organization
Kathleen Victory	Fletcher, Heald & Hildreth, PLC

Street Address	City (and Country if non U.S. address)	State	Zip Code	Phone	Email
1300 N 17th St Suite 1100	Arlington	VA	22209	+1 (703) 812-0473	victory@fhhlaw.com

3. Application Filing Fee

Not Applicable

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	Transfer of control or assignment of license/permit
"As of" date	10/24/2022  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.
Reason for Amendment	Add additional stations purchased

5. Licensee(s) /Permittees(s) and Station(s) /Permit(s)

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

Licensee/Permittee Name	FRN
Civic Media, Inc.	0032433039

Fac. ID No.	Call Sign	City	State	Service
22793	WRCE	RICHLAND CENTER	WI	AM
34907	WISS	BERLIN	WI	AM
56312	WRCO-FM	RICHLAND CENTER	WI	FM
59611	WXCO	WAUSAU	WI	AM
73053	WFHR	WISCONSIN RAPIDS	WI	AM
85832	WIRI	NEKOOSA	WI	FM
144663	W252DR	OSHKOSH	WI	FX
157727	W299CD	RICHLAND CENTER	WI	FX
200651	W255DN	WAUSAU	WI	FX
202720	W248DE	WISCONSIN RAPIDS	WI	FX

Section II – Non-Biennial Ownership Information

1. 47 C.F.R. Section 73.3613 and Other Documents

Licensee/Permittee Respondents 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/Permittee Respondents should select “Not Applicable” in response to this question.

Document Information	
Description of contract or instrument	Certificate of Incorporation
Parties to contract or instrument	Licensee and State of Delaware
Date of execution	09/2022
Date of expiration	No expiration date
Agreement type (check all that apply)	Other Agreement Type: Corporate governance

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) or Permittee(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) or Permittee(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	0032433039		
Entity Name	Civic Media, Inc.		
Address	PO Box		
	Street 1	3535 University Ave.	
	Street 2		
	City	Madison	
	State ("NA" if non-U.S. address)	WI	
	Zip/Postal Code	53705	
	Country (if non-U.S. address)	United States	
Listing Type	Respondent		
Positional Interests (check all that apply)	Respondent		
Interest Percentages (enter percentage values from 0.0 to 100.0)	Voting	0.0%	Jointly Held? No
	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	2130006402	
Name	Michael W. Crute	
Address	PO Box	
	Street 1	6409 Mendota Ave.
	Street 2	
	City	Middleton
	State ("NA" if non-U.S. address)	WI
	Zip/Postal Code	53562
	Country (if non-U.S. address)	United States
Listing Type	Other Interest Holder	
Positional Interests (check all that apply)	LC/LLC/PLLC Member	

<b>Interest Percentages</b> (enter percentage values from 0.0 to 100.0)	<b>Voting</b>	10.0%	<b>Jointly Held?</b> No
	<b>Total assets (Equity Debt Plus)</b>	10.0%	
<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>	0032904195		
<b>Name</b>	Sage Weil		
<b>Address</b>	<b>PO Box</b>		
	<b>Street 1</b>	3535 University Ave.	
	<b>Street 2</b>		
	<b>City</b>	Madison	
	<b>State ("NA" if non-U.S. address)</b>	WI	
	<b>Zip/Postal Code</b>	53705	
	<b>Country (if non-U.S. address)</b>	United States	
<b>Listing Type</b>	Other Interest Holder		
<b>Positional Interests</b> (check all that apply)	LC/LLC/PLLC Member		
<b>Interest Percentages</b> (enter percentage values from 0.0 to 100.0)	<b>Voting</b>	90.0%	<b>Jointly Held?</b> No
	<b>Total assets (Equity Debt Plus)</b>	90.0%	
<b>Does interest holder have an attributable interest in one or more broadcast stations that do not appear on this report?</b>			Yes

<b>(b) Respondent certifies that any interests, including equity, financial, or voting interests, not reported in this filing are non-attributable.</b> If "No," submit as an exhibit an explanation.	Yes
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<p><b>(c) Does the Respondent or any reported interest holder hold an attributable interest in any newspaper entities in the same market as any station for which this report is filed, as defined in 47 C.F.R. Section 73.3555?</b></p> <p>If "<u>Yes</u>," provide information describing the interest(s), using EITHER the subform OR the spreadsheet option below. Respondents with a large number (50 or more) of entries to submit should use the spreadsheet option.</p> <p>NOTE: Spreadsheets must be submitted in a special XML Spreadsheet format with the appropriate structure that is specified in the documentation. For instructions on how to use the spreadsheet option to complete this question (including templates to start with), please <a href="#">Click Here</a>.</p> <p>If using the subform, leave the percentage of total assets (Equity Debt Plus) field blank for an interest holder unless that interest holder has an attributable interest in the newspaper entity solely on the basis of the Commission's Equity Debt Plus attribution standard, 47 C.F.R. Section 73.3555, Note 2(i). If using an XML Spreadsheet, enter "NA" into the percentage of total assets (Equity Debt Plus) field for an interest holder unless that interest holder has an attributable interest in the newspaper entity solely on the basis of the Commission's Equity Debt Plus attribution standard.</p> <p>The Respondent must provide an FCC Registration Number for each interest holder reported in response to this question. Please see the Instructions for detailed information and guidance concerning this requirement.</p>	No
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<p><b>(d) Are any of the individuals listed as an attributable interest holder in the Respondent married to each other or related to each other as parentchild or as siblings?</b></p> <p>If "<u>Yes</u>," provide the following information for each such the relationship.</p>	No
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<p><b>(e) Is Respondent seeking an attribution exemption for any officer or director with duties wholly unrelated to the Licensee(s)?</b></p> <p>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.</p>	No
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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).	

<b>Certification</b>	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>CEO</b> Exact Legal Title or Name of Respondent: <b>Civic Media, Inc.</b> Name: <b>Sage Weil</b> Phone: <b>6082924560</b>  10/24/2022
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