



(REFERENCE COPY - Not for submission)

Commercial Broadcast Stations Biennial  
Ownership Report (FCC Form 323)

File Number: 0000223797 | Submit Date: 2023-10-24 | FRN: 0003725439

Purpose: Commercial Broadcast Stations Biennial Ownership Report | Status: Received | Status Date: 10/26/2023

Filing Status: Active

Section I - General Information

1. Respondent

FRN		Entity Name			
0003725439		Milwaukee Radio Alliance, LLC			

Street Address	City (and Country if non U.S. address)	State ("NA" if non-U.S. address)	Zip Code	Phone	Email
N72 W12922 Good Hope Road	Menomonee Falls	WI	53051	+1 (414) 771-1021	doris.h@MilwaukeeRadio.com

2. Contact Representative

Name		Organization			
Nancy A. Ory		Lerman Senter PLLC			

Street Address	City (and Country if non U.S. address)	State	Zip Code	Phone	Email
2001 L Street, NW Suite 400	Washington	DC	20036	+1 (202) 416-6791	nory@lermansenter.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	MAR	3	95	\$285.00
				Total	\$285.00

4. Nature of Respondent

(a) Provide the following information about the Respondent:

Relationship to stations/permits	Licensee
Nature of Respondent	Limited liability company

(b) Provide the following information about this report:

Purpose	Biennial
"As of" date	10/01/2023  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
Milwaukee Radio Alliance, LLC	0003725439

Fac. ID No.	Call Sign	City	State	Service
59974	WLDB	MILWAUKEE	WI	FM
63595	WLUM-FM	MILWAUKEE	WI	FM
63597	WZTI	GREENFIELD	WI	AM
150179	W297BY	FRANKLIN	WI	FX
156567	W262CJ	MILWAUKEE	WI	FX

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	OPERATING AGREEMENT
Parties to contract or instrument	MILWAUKEE RADIO ALLIANCE, LLC
Date of execution	07/1997

<b>Date of expiration</b>	No expiration date
<b>Agreement type</b> (check all that apply)	Other <b>Agreement Type:</b> OPERATING AGREEMENT

Document Information	
<b>Description of contract or instrument</b>	ARTICLES OF INCORPORATION
<b>Parties to contract or instrument</b>	STATE OF WISCONSIN
<b>Date of execution</b>	09/1992
<b>Date of expiration</b>	No expiration date
<b>Agreement type</b> (check all that apply)	Other <b>Agreement Type:</b> ARTICLES OF INCORPORATION

Document Information	
<b>Description of contract or instrument</b>	LIMITED PARTNERSHIP AGREEMENT
<b>Parties to contract or instrument</b>	N/A
<b>Date of execution</b>	03/2000
<b>Date of expiration</b>	12/2050
<b>Agreement type</b> (check all that apply)	Other <b>Agreement Type:</b> LIMITED PARTNERSHIP 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		
<b>FRN</b>	0003725439	
<b>Entity Name</b>	Milwaukee Radio Alliance, LLC	
<b>Address</b>	<b>PO Box</b>	
	<b>Street 1</b>	N72 W12922 Good Hope Road
	<b>Street 2</b>	
	<b>City</b>	Menomonee Falls

	<b>State ("NA" if non-U.S. address)</b>	WI	
	<b>Zip/Postal Code</b>	53051	
	<b>Country (if non-U.S. address)</b>	United States	
<b>Listing Type</b>	Respondent		
<b>Positional Interests</b> (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> (enter percentage values from 0.0 to 100.0)	<b>Voting</b>	0.0%	<b>Jointly Held?</b> No
	<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>	0011324795		
<b>Entity Name</b>	Suburbanaire, Inc.		
<b>Address</b>	<b>PO Box</b>		
	<b>Street 1</b>	6133 Bristol Pkwy.	
	<b>Street 2</b>	Suite 220	
	<b>City</b>	Culver City	
	<b>State ("NA" if non-U.S. address)</b>	CA	
	<b>Zip/Postal Code</b>	90230	
	<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>Tribal Nation or Tribal Entity</b>	Interest holder is not a Tribal nation or Tribal entity		
<b>Interest Percentages</b> (enter percentage values from 0.0 to 100.0)	<b>Voting</b>	50.0%	<b>Jointly Held?</b> No
	<b>Equity</b>	0.0%	
	<b>Total assets (Equity Debt Plus)</b>	50.0%	
<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			
FRN	0028922433		
Entity Name	Shamrock-MRA, Inc.		
Address	PO Box		
	Street 1	149 Penn Avenue	
	Street 2		
	City	Scranton	
	State ("NA" if non-U.S. address)	PA	
	Zip/Postal Code	18503	
	Country (if non-U.S. address)	United States	
Listing Type	Other Interest Holder		
Positional Interests (check all that apply)	LC/LLC/PLLC Member		
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	50.0%	Jointly Held? No
	Equity	0.0%	
	Total assets (Equity Debt Plus)	50.0%	
Does interest holder have an attributable interest in one or more broadcast stations that do not appear on this report?			Yes

Ownership Information		
FRN	0019897321	
Name	William R. Lynett	
Address	PO Box	
	Street 1	999 Oakford Road
	Street 2	
	City	Clark Summit
	State ("NA" if non-U.S. address)	PA
	Zip/Postal Code	18411
	Country (if non-U.S. address)	United States
Listing Type	Other Interest Holder	
Positional Interests (check all that apply)	Officer, Director	
Citizenship, Gender, Ethnicity, and Race	Citizenship	US

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

Ownership Information			
FRN	0029912789		
Entity Name	Willie D. Davis Living Trust		
Address	PO Box		
	Street 1	6133 Bristol Parkway	
	Street 2	Suite 220	
	City	Culver City	
	State ("NA" if non-U.S. address)	CA	
	Zip/Postal Code	90230	
	Country (if non-U.S. address)	United States	
Listing Type	Other Interest Holder		
Positional Interests (check all that apply)	Director		
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	00.0%	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?			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
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<b>(c) 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>	No
If " <u>Yes</u> ," provide the following information for each such the relationship.	

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

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
<u>Milwaukee Radio Alliance - Org Chart for 2023 Biennials.pdf</u>	Applicant	Ownership Chart	

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>Special Investment Trustee William D. Davis Living</b> Exact Legal Title or Name of Respondent: <b>Milwaukee Radio Alliance, LLC</b> Name: <b>William Duane Davis</b> Phone: <b>3105681790</b>  10/24/2023