

Federal Communications Commission Washington, D.C. 20554  <p style="text-align: center;"><b>FCC 323-E</b></p>	Approved by OMB 3060-0084 (June 2002)  FOR FCC USE ONLY
<p><b>Ownership Report For Noncommercial Educational Broadcast Station</b></p> <p>Read INSTRUCTIONS Before Filling Out Form</p>	FOR COMMISSION USE ONLY FILE NO. - 20040615AAY

**Section I - General**

1.	Legal Name of the Licensee/Permittee BOARD OF REGENTS OF THE UNIVERSITY OF WISCONSIN SYSTEM		
	Mailing Address 1730 VAN HISE HALL 1220 LINDEN DR.		
	City MADISON	State or Country (if foreign address) WI	ZIP Code 53706 -
	Telephone Number (include area code) 6082632208	E-Mail Address (if available) KNIEMCEK@UWSA.EDU	
	FCC Registration Number: 0004969952	Call Sign WHA-TV	Facility ID Number 6096
2.	Contact Representative (if other than Licensee/Permittee) MARGARET L. MILLER		
	Firm or Company Name DOW, LOHNES & ALBERTSON, PLLC		
	Telephone Number (include area code) 2027762000	E-Mail Address (if available) MMILLER@DLALAW.COM	
3.	Name of entity, if other than licensee or permittee, for which report is filed BOARD OF REGENTS OF THE UNIVERSITY OF WISCONSIN SYSTEM		
	Mailing Address 1730 VAN HISE HALL 1220 LINDEN DR.		
	City MADISON	State or Country (if foreign address) WI	ZIP Code 53706 -
	Telephone Number (include area code) 6082632208	E-Mail Address (if available) KNIEMCEK@UWSA.EDU	

**Section II - Ownership Information**

4.	All of the information furnished in this Report is accurate as of 6/15/2004 ( <i>Date must comply with 47 C.F.R. Section 73.3615(d), i.e., information must be current within 60 days of filing of this report, when 4(a) below is checked.</i> )  This Report is filed for ( <i>check one</i> ) a. <input type="radio"/> Biennial                      b. <input type="radio"/> Transfer of Control or Assignment of License/Permit                      c. <input type="radio"/> Other d. <input checked="" type="radio"/> Amendment to pending application
	for the following stations:  [Enter Station Information]
	<p><b>Station List</b></p>

This Report is filed for the following stations:

Call Letters	Facility ID Number	Location (City/State)	Class of service
WRFW	6091	RIVER FALLS WI	FM

Call Letters	Facility ID Number	Location (City/State)	Class of service
WHA-TV	6096	MADISON WI	TV

Call Letters	Facility ID Number	Location (City/State)	Class of service
WHA	6139	MADISON WI	AM

Call Letters	Facility ID Number	Location (City/State)	Class of service
WSUM	79040	MADISON WI	FM

Call Letters	Facility ID Number	Location (City/State)	Class of service
WUWM	4285	MILWAUKEE WI	FM

Call Letters	Facility ID Number	Location (City/State)	Class of service
WLSU	4327	LA CROSSE WI	FM

Call Letters	Facility ID Number	Location (City/State)	Class of service
KUWS	4289	SUPERIOR WI	FM

Call Letters	Facility ID Number	Location (City/State)	Class of service
WUEC	4282	EAU CLAIRE WI	FM

Call Letters	Facility ID Number	Location (City/State)	Class of service
WRST-FM	4291	OSHKOSH WI	FM

Call Letters	Facility ID Number	Location (City/State)	Class of service
WHID	4215	GREEN BAY WI	FM

Call Letters	Facility ID Number	Location (City/State)	Class of service
WVSS	4287	MENOMONIE WI	FM

Call Letters	Facility ID Number	Location (City/State)	Class of service
WSUP	4278	PLATTEVILLE WI	FM

Call Letters	Facility ID Number	Location (City/State)	Class of service
WWSP	4286	STEVENS POINT WI	FM

Call Letters	Facility ID Number	Location (City/State)	Class of service
WSUW	4284	WHITEWATER WI	FM

5. List all contracts and other instruments required to be filed by 47 C.F.R. Section 73.3613. (Only licensees, permittees, or a reporting entity with a majority interest in or that otherwise exercises de facto control over the subject licensee or permittee shall respond.)

[Enter Contract/Instrument Information]

**Contracts/Instruments Information**

List all contracts and other instruments required to be filed by 47 C.F.R. Section 73.3613. (Only licensees, permittees, or a reporting entity with a majority interest in or that otherwise exercises de facto control over the subject shall respond.)

Description of Contract or Instrument	Name of person or organization with whom contract is made	Date of Execution	Date of Expiration
NATIONAL PROGRAM SERVICE AGREEMENT	PUBLIC BROADCASTING SERVICE (PBS)	05/14/1998	ANNUAL RNW

Description of Contract or Instrument	Name of person or organization with whom contract is made	Date of Execution	Date of Expiration
WISCONSIN PUBLIC BROADCASTING AFFILIATION AGREEMENT	WISC. EDUCATIONAL COMMUNICATIONS BOARD	07/29/1998	ANNUAL RNW

6. Is the governing board directly or indirectly under the control of another entity?  Yes  No  
 If Yes, is a separate FCC Form 323-E submitted for such entity?  Yes  No

7. List officers, members of governing board, and holders of 1% or more ownership interest, if any. Use one column for each individual or entity. Attach supplemental pages, if necessary.

[Enter Owner Information]

**Owner Information**

List officers, members of governing board, and holders of 1% or more ownership interest, if any. Use one column for each individual or entity. Attach supplemental pages if necessary.

**(Read carefully - The numbered items below refer to line numbers in the following table.)**

- a. Name and address of officer, member of governing board, and holders of 1% or more ownership interest (if other than individual also show name, address and citizenship of natural person authorized to vote the interest). List officers first, then board members, and thereafter, holders of 1% or more ownership interest, if any.
- b. Citizenship.
- c. Office held.
- d. Percent of interest held.
- e. Principal profession or occupation.
- f. By whom appointed or elected.
- g. Existing interests in any other broadcast station, including the nature and size of such interests.

a. Name and Address.	NINO AMATO, MADISON, WI
b. Citizenship.	US
c. Office held.	NA
d. Percent of interest held.	0.00
e. Principal profession or occupation.	BUSINESSMAN
f. By whom appointed or	STATUTORY APPOINTMENT

elected.	
g. Existing interests	NONE

a. Name and Address.	ROGER AXTEL, JANESVILLE, WI
b. Citizenship.	US
c. Office held.	REGENT
d. Percent of interest held.	0.00
e. Principal profession or occupation.	BUSINESSMAN
f. By whom appointed or elected.	GOVERNOR
g. Existing interests	NONE

a. Name and Address.	EILEEN CONNOLLY-KEESLER, NEENAH, WI
b. Citizenship.	US
c. Office held.	REGENT
d. Percent of interest held.	0.00
e. Principal profession or occupation.	NON-PROFIT DIRECTOR
f. By whom appointed or elected.	GOVERNOR
g. Existing interests	NONE

a. Name and Address.	BETH ANN RICHLIN, STEVENS POINT, WI
b. Citizenship.	US
c. Office held.	REGENT
d. Percent of interest held.	0
e. Principal profession or occupation.	STUDENT
f. By whom appointed or elected.	GOVERNOR
g. Existing interests	NONE

a. Name and Address.	GUY GOTTSCHALK, WISCONSIN RAPIDS, WI
b. Citizenship.	US
c. Office held.	REGENT
d. Percent of interest held.	0.00
e. Principal profession or occupation.	FARMER
f. By whom appointed or elected.	GOVERNOR
g. Existing interests	NONE

a. Name and Address.	GREGORY GRACZ, MILWAUKEE, WI
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b. Citizenship.	US
c. Office held.	REGENT
d. Percent of interest held.	0.00
e. Principal profession or occupation.	CIVIC LEADER
f. By whom appointed or elected.	GOVERNOR
g. Existing interests	NONE

a. Name and Address.	PEGGY ROSENZWEIG, WAUWATOSA, WI
b. Citizenship.	US
c. Office held.	REGENT
d. Percent of interest held.	0.00
e. Principal profession or occupation.	FORMER LEGISLATOR
f. By whom appointed or elected.	GOVERNOR
g. Existing interests	NONE

a. Name and Address.	JESUS SALAS, MILWAUKEE, WI
b. Citizenship.	US
c. Office held.	REGENT
d. Percent of interest held.	0.00
e. Principal profession or occupation.	TEACHER
f. By whom appointed or elected.	GOVERNOR
g. Existing interests	NONE

a. Name and Address.	TOBY MARCOVICH, SUPERIOR, WI
b. Citizenship.	US
c. Office held.	REGENT
d. Percent of interest held.	0
e. Principal profession or occupation.	ATTORNEY
f. By whom appointed or elected.	GOVERNOR
g. Existing interests	NONE

a. Name and Address.	FREDRIC MOHS, MADISON, WI
b. Citizenship.	US
c. Office held.	REGENT
d. Percent of interest held.	0.00
e. Principal profession or	BUSINESSMAN

occupation.	
f. By whom appointed or elected.	GOVERNOR
g. Existing interests	NONE

a. Name and Address.	JOSE OLIVIERI, MILWAUKEE, WI
b. Citizenship.	US
c. Office held.	REGENT
d. Percent of interest held.	0.00
e. Principal profession or occupation.	ATTORNEY
f. By whom appointed or elected.	GOVERNOR
g. Existing interests	ATTORNEY FOR NONCOMMERCIAL TV STATIONS WMVS, MILWAUKEE, WI AND WMVT, MILWAUKEE, WI

a. Name and Address.	GERARD RANDALL, JR., MILWAUKEE, WI
b. Citizenship.	US
c. Office held.	REGENT
d. Percent of interest held.	0
e. Principal profession or occupation.	TEACHER
f. By whom appointed or elected.	GOVERNOR
g. Existing interests	NONE

a. Name and Address.	CHARLES PRUITT, SHOREWOOD, WI
b. Citizenship.	US
c. Office held.	REGENT
d. Percent of interest held.	0.00
e. Principal profession or occupation.	BUSINESSMAN
f. By whom appointed or elected.	GOVERNOR
g. Existing interests	NONE

a. Name and Address.	DAVID WALSH, MADISON, WI
b. Citizenship.	US
c. Office held.	REGENT
d. Percent of interest held.	0
e. Principal profession or occupation.	ATTORNEY
f. By whom appointed or elected.	GOVERNOR
g. Existing interests	NONE

a. Name and Address.	MARK BRADLEY, WAUSAU, WI
b. Citizenship.	US
c. Office held.	REGENT
d. Percent of interest held.	0.00
e. Principal profession or occupation.	ATTORNEY
f. By whom appointed or elected.	GOVERNOR
g. Existing interests	NONE

a. Name and Address.	DANAE DAVIS, MILWAUKEE, WI
b. Citizenship.	US
c. Office held.	REGENT
d. Percent of interest held.	0.00
e. Principal profession or occupation.	CORPORATE EXECUTIVE
f. By whom appointed or elected.	GOVERNOR
g. Existing interests	NONE

a. Name and Address.	ELIZABETH BURMEISTER, MADISON, WI
b. Citizenship.	US
c. Office held.	REGENT
d. Percent of interest held.	0.00
e. Principal profession or occupation.	SUPERINTENDENT, DEPARTMENT OF PUBLIC INSTRUCTION
f. By whom appointed or elected.	STATUTORY APPOINTMENT
g. Existing interests	NONE

a. Name and Address.	KATHARINE C. LYALL, MADISON, WI
b. Citizenship.	US
c. Office held.	OFFICER, UW SYSTEM
d. Percent of interest held.	0.00
e. Principal profession or occupation.	PRESIDENT, UW SYSTEM
f. By whom appointed or elected.	BOARD OF REGENTS
g. Existing interests	NONE

a. Name and Address.	DAVID W. OLIEN, MADISON, WI
b. Citizenship.	US
c. Office held.	OFFICER, UW SYSTEM
d. Percent of interest held.	0.00

e. Principal profession or occupation.	SENIOR VICE PRESIDENT FOR ADMINISTRATION, UW SYSTEM
f. By whom appointed or elected.	PRESIDENT, UW SYSTEM
g. Existing interests	MR. OLIEN IS A REPRESENTATIVE ON THE WI EDUCATIONAL COMMUNICATIONS BOARD (WECB), IN ADDITION TO BEING A MEMBER OF UWS BOARD OF REGENTS. THE FOLLOWING EDUCATIONAL RADIO AND TELEVISION STATIONS ARE LICENSED TO WECB: . . .

a. Name and Address.	CONTINUED FROM PREVIOUS....
b. Citizenship.	0
c. Office held.	0
d. Percent of interest held.	0.00
e. Principal profession or occupation.	0
f. By whom appointed or elected.	0
g. Existing interests	. . . WPNE (TV & FM), WHRM (TV & FM), WHLA (TV & FM), WHWC (TV & FM), WLEF (TV), WHSA (FM), WHHI (FM), WERN (FM), WHAD (FM), WHBM (FM), WLBL (AM & FM), WHID (FM), AND WHND (FM).

a. Name and Address.	JUDITH A. TEMBY, MT. HOREB, WI
b. Citizenship.	US
c. Office held.	SECRETARY
d. Percent of interest held.	0.00
e. Principal profession or occupation.	ADMINISTRATOR
f. By whom appointed or elected.	BOARD OF REGENTS
g. Existing interests	NONE

a. Name and Address.	DEBORAH A. DURCAN, MADISON, WI
b. Citizenship.	US
c. Office held.	OFFICER, UW SYSTEM
d. Percent of interest held.	0.00
e. Principal profession or occupation.	VICE PRESIDENT FOR FINANCE, UW SYSTEM
f. By whom appointed or elected.	PRESIDENT, UW SYSTEM
g. Existing interests	NONE

a. Name and Address.	PATRICIA BRADY, MADISON, WI
b. Citizenship.	US
c. Office held.	OFFICER, UW SYSTEM
d. Percent of interest held.	
e. Principal profession or occupation.	
f. By whom appointed or elected.	
g. Existing interests	

d. Percent of interest held.	0.00
e. Principal profession or occupation.	GENERAL COUNSEL, UW SYSTEM
f. By whom appointed or elected.	PRESIDENT, UW SYSTEM
g. Existing interests	NONE

a. Name and Address.	FREDA HARRIS, MADISON, WI
b. Citizenship.	US
c. Office held.	OFFICER, UW SYSTEM
d. Percent of interest held.	0.00
e. Principal profession or occupation.	ASSOCIATE VICE PRES., BUDGET AND CAPITAL PLANNING, UW SYSTEM
f. By whom appointed or elected.	PRESIDENT, UW SYSTEM
g. Existing interests	NONE

a. Name and Address.	LINDA WEIMER, MADISON, WI
b. Citizenship.	US
c. Office held.	OFFICER, UW SYSTEM
d. Percent of interest held.	0.00
e. Principal profession or occupation.	VICE PRESIDENT, UNIVERSITY RELATIONS, UW SYSTEM
f. By whom appointed or elected.	PRESIDENT, UW SYSTEM
g. Existing interests	NONE

a. Name and Address.	CORA B. MARRETT, MADISON, WI
b. Citizenship.	US
c. Office held.	OFFICER, UW SYSTEM
d. Percent of interest held.	0.00
e. Principal profession or occupation.	SENIOR VICE PRESIDENT, ACADEMIC AFFAIRS, UW SYSTEM
f. By whom appointed or elected.	PRESIDENT, UW SYSTEM
g. Existing interests	NONE

**SECTION III - CERTIFICATION**

I certify that I am SECRETARY

(Official Title)

of THE BOARD OF REGENTS OF THE UNIVERSITY OF WISCONSIN SYSTEM

(Exact legal title or name of respondent)

and 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.

(Date of certification must be within 60 days of the date shown in Question 4, Section II and in no event prior to that date.)

Signature JUDITH A. TEMBY	Date 6/15/2004
Telephone Number of Respondent (Include area code) 6082622324	

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).

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**Exhibits**

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