

**Exhibit 40**



- HOME
- BROADCAST
- PRINT
- DIGITAL
- CORPORATE
- QUINTERNSHIPS
- BY LOCATION

## Quinternships

If you're among the best and brightest students and want to launch your media career, Quincy Media's paid internship or Quinternship program is for you.

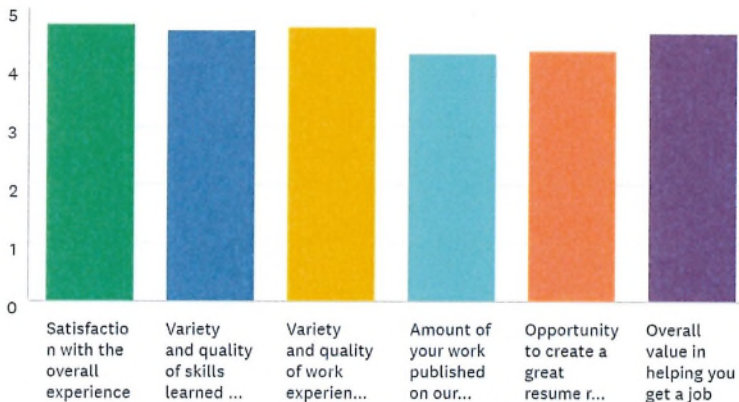
You're not interested in a "sit around and watch" kind of experience and neither are we. Instead, Quinterns get hands-on experience with lots of guidance from our team members along the way.

In some of our broadcast markets, news and sports Quinterns will get the opportunity to do on-air reporting. You'll also research, write and create stories for our digital platforms. In our newspapers, you'll create and publish stories that make a difference in our communities.

In all cases, you'll be using industry-standard tools. You'll earn a paycheck just like any other member of our teams. And you get an inside track when it comes to full-time career opportunities. Not just at the location where you're working but across our group. What's possible? A former intern at KTIV in Sioux City now runs the station.

Interested in learning more? Check out the [program description](#) and fill out an [online application](#). You'll be able to choose your desired location(s) and areas of interest.

We look forward to hearing from you!



As they end their Quinternship programs, we ask our Quinterns to rate our program.

As you can see in the chart, their overall satisfaction with their experiences is 4.75 out of 5 based on data collected as of July 2018. They also rank the variety and quality of skills learned, work experienced gained and overall value in helping them to land a job as very high. Creating a quality resume reel of published works is an important key to landing those jobs. Here



**Lesley Van Ness**  
 Quincy Media  
 Talent Acquisition Specialist  
 (309) 698-3766  
[lvanness@quincymedia.com](mailto:lvanness@quincymedia.com)  
 Connect with me on [Linked In](#)

### CONNECT WITH QUINCY MEDIA



### NEWEST CAREER OPPORTUNITIES

- Account Executive – WAOW
- Local Sales Manager – WAOW
- MMJ/Reporter – WREX
- Assignment Editor – WQOW
- Weekend Meteorologist – WPTA
- Newscast Director – WEEK
- News Anchor/Producer – KTIV
- Graphics Producer – Quincy Media Digital
- Administrative and Human Resources Manager – WAOW
- Account Executive – WSIL

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### Sign up for email alerts!

Get alerted when new career opportunities are posted

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Quincy, IL USA 62306  
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info@quincymedia.com

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KWWL Waterloo, IA  
KXLT Rochester, MN  
WAOW Wausau, WI  
WBNG Binghamton, NY

WEEK/HOIABC Peoria, IL  
WGEM Quincy, IL  
WKOW Madison, WI  
WPTA/FWNBC Fort Wayne, IN  
WQOW Eau Claire, WI  
WREX Rockford, IL  
WSIL Harrisburg, IL  
WSJV South Bend, IN

WVVA Bluefield, WV  
WXOW La Crosse, WI  
WYOW Eagle River, WI  
WMOW Crandon, WI  
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## QUINTERNSHIP PAID INTERNSHIP PROGRAM

The purpose behind the Quinternship Paid Internship Program is to offer students in the field of journalism, broadcasting, communication and related fields the opportunity to gain hands-on experience in broadcast television, radio, and digital information. Students who participate (Interns) will gain a wide variety of practical experience and will receive an hourly wage. The company strives to offer this opportunity to a diverse group of Interns.

Interns who participate in the program will work a mutually agreeable flex schedule set by the Company (Employer), while attending school. In many cases, the Intern can earn college or university credits and fulfill graduation prerequisites, if agreed to by their institutions of higher learning. Employer will work with the Intern and cooperate with Intern's school to meet criteria required to receive academic credit for the Intern's participation in the Program. Employer cannot guarantee that the Intern's involvement in the Internship Program will result in credit; however, Employer will cooperate to the fullest extent possible to assist the Intern in securing available credit.

Interns can expect to be exposed to many aspects of the industry. A limited number of internships are available in the departments of news, production, promotion, marketing, digital media and engineering.

Internships usually run concurrently with the Intern's academic semester; but can and may include opportunities during holiday breaks and summer recesses. The Internship will give the Interns opportunities to secure real world media experience, get acquainted with the Employer and its operation, and learn about work expectations and journalistic responsibilities. Interns must be at least 18 years of age, have a valid driver's license and be insurable under Employer's automobile liability insurance coverage, and maintain good standing with their sponsoring university and/or college.

Interns will be assigned an advisor/mentor by Employer. The Intern will work with, rely on and communicate with their advisor/mentor during their Internship. This is a valuable opportunity for the Intern to observe and actually work side by side with an experienced media professional.

Also, the Company understands that Interns expect to be treated as professionals. Likewise, the Company expects that all Interns will act in a professional fashion. Interns shall be required to follow the Company's Employment Manual and applicable codes of conduct. This includes the requirement that the Intern adhere to the Company's Confidentiality and Privacy Rules. Interns must understand the significant responsibilities that accompany the rights and benefits that exist in connection with their Internship.

We seek the best and brightest students for the Program. Our goal is to prepare these outstanding student Interns for influential jobs with



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WKOW Madison, WI  
WPTA/FWNBC Fort  
Wayne, IN  
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WREX Rockford, IL  
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HOME BROADCAST PRINT DIGITAL CORPORATE **QUINTERNSHIPS** BY LOCATION

## Quintern lands full-time position at Quincy Media station

March 11, 2019 10:30 am Travis Sloan

NEW HIRES

Quincy Media's paid Quinternship Program has turned into a full-time career for WKOW's Andrew Merica.

Andrew joined WKOW as Quintern in January with Northwestern University. Andrew was able to do real work in WKOW's newsroom.

"Starting on my very first day as a Quintern, I was treated like a valued member of the news team," Merica said.

Andrew went on to produce content that aired on WKOW's 5 and 6pm newscasts.

That experience paid off.

Less than a month after Andrew started his Quinternship, a full-time position became available and he was offered the job.

"I accepted the offer, and I was able to easily transition from the Quinternship into the full-time position because I was already being treated like a full-time employee," Merica said. "The Quinternship program gave me the ability to learn, develop and refine critical reporting skills in a real-world environment, which led me directly and quickly into the first full-time position of my career. Truly, this was my ideal internship scenario. I couldn't have asked for a better experience."

[Click here](#) for more on Merica's experience in the Quinternship Program, in his own words.



Travis Sloan  
Group Social Media and Digital Content Manager for Quincy Media

### RELATED ARTICLES



**Lesley Van Ness**  
Quincy Media  
Talent Acquisition Specialist  
(309) 698-3766  
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## From Quintern to full-time journalist in Madison, Wisconsin

 [March 11, 2019](#)  10:20 am [Travis Sloan](#)

MEET THE QUINTERNS

---

I joined WKOW as a Quintern at the beginning of January to fulfill an internship requirement to complete my undergraduate journalism degree at Northwestern University.

I had previously worked at other stations who let me report, but because this was my last internship before graduating, I wanted to get as much reporting experience as possible so that I would be ready to transition into a full-time job somewhere.

Madison is a big market, so I had hoped that I might be able to report two or three times per week. Starting on my very first day as a Quintern, I was treated like a valued member of the news team. I was given a comprehensive overview of how the station operates both on philosophical and practical levels, and I was given thorough training on all of the systems and equipment.

I was sent out on my first story, and not long after that I was reporting every day with my packages airing in either the 5 or 6 p.m. newscast five days per week. After each story aired, the news director personally took me aside to give me critical feedback that I could directly implement in my next story.

It was less than two weeks between the beginning of my Quinternship and the start of my reporting five days per week. Less than a month after the start of my Quinternship, a full-time position opened up and was offered to me. I accepted the offer, and I was able to easily transition from the Quinternship into the full-time position because I was already being treated like a full-time employee.

The Quinternship program gave me the ability to learn, develop and refine critical reporting skills in a real-world environment, which led me directly and quickly into the first full-time position of my career. Truly, this was my ideal internship scenario. I couldn't have asked for a better experience.



Travis Sloan

Group Social Media and Digital Content Manager for Quincy Me





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**Exhibit 41**

emailed to Linda 9/18/2018

**MEMORANDUM**

TO: Radio & TV General Managers  
FROM: Linda Baun - WBA Vice President  
DATE: September 11, 2018  
RE: **PLEASE RESPOND BY October 2, 2018** - If You Plan on Using the Scholarship Menu Option of the WBA's Assistance Action Plan for EEO Compliance!!

As per the WBA's Assistance Action Plan For EEO Compliance, the following is one of the ways your WBA can help you earn non-job vacancy specific menu option initiative credits. The WBA Foundation has established a scholarship program which extends scholarships to worthy students on an annual basis (**the application process is open from the beginning of September to October 12**). To obtain one full "Menu Option Initiative" credit per two year period, each SEU should:

- 1) Once every two years - donate to the Foundation (earmarked for scholarships) a minimum of \$100 for radio SEUs with 1 or 2 stations, a minimum of \$200 for radio SEUs with three or more stations, and a minimum of \$300 for TV SEUs. If it is your year to make a donation the WBA will send you a donation reminder.
- 2) Each year of the 2-year period - promote the availability of the scholarship program over the SEUs stations and direct interested candidates to e-mail, or mail the station for an application (sample script enclosed).
- 3) Each year of the 2-year period - provide blank application forms upon request (enclosed).
- 4) Each year of the 2-year period - be available to answer questions about the program.
- 5) Each year of the 2-year period - make an initial evaluation of the candidate for the evaluation committee. The WBA will send each SEU copies of the applications asking for input based on the student's GPA, post high school employment & extracurricular activities, awards & honors, broadcasting experience and commitment, and his/her response to an essay question, before they are sent on to the Education Committee and the WBA Foundation Board for judging.

So that we can target the evaluation mailing (#5) to just those SEUs who plan on using this option for EEO credit, e-mail (lbaun@wi-broadcasters.org), by October 2, 2018 as we need to know in advance who plans on participating.

YES - our SEU plans on participating in the scholarship program for EEO credit.

Station(s): WKOW

Contact Name and Email address as to where the online applications are to be sent:

Bonnie Beer

Email Address bbeer@wkow.com

## Bonnie Beer

---

**From:** Linda Baun <lbaun@wi-broadcasters.org>  
**Sent:** Tuesday, September 18, 2018 11:18 AM  
**To:** Bonnie Beer  
**Cc:** Jill Genter  
**Subject:** RE: Scholarship Menu Option

Your set.

Thanks Bonnie

**Please let me know how I can best be of assistance to you!**

**Linda Baun**  
*Vice President*  
Wisconsin Broadcasters Association  
44 E. Mifflin St. Suite 900  
Madison WI 53703  
Direct: (608) 729-1480  
Toll Free (800) 236-1922 Main Number(608) 255-2600  
[lbaun@wi-broadcasters.org](mailto:lbaun@wi-broadcasters.org)  
[www.wi-broadcasters.org](http://www.wi-broadcasters.org)  
SBE Fellow

---

**From:** Bonnie Beer [mailto:bbeer@wkow.com]  
**Sent:** Tuesday, September 18, 2018 11:17 AM  
**To:** Linda Baun  
**Cc:** Jill Genter  
**Subject:** Scholarship Menu Option

Hi Linda,

I have attached our executed form indicating our interest in participating in the scholarship program for EEO credit this year. We have the poster displayed in our breakroom. The PSA script has been provided to Jill Genter in our marketing department.

I see that we will be invoiced if it is our year to make a donation.

Anything else you need from us at this point?

**Bonnie Beer**  
Administration & Human Resources Manager



5727 Tokay Blvd. | Madison, WI 53719  
[bbeer@wkow.com](mailto:bbeer@wkow.com)  
d: 608.661.2794

## Application Requirements

The Wisconsin Broadcasters Association Foundation offers two \$2,000 scholarships and two \$1,000 scholarships to assist students enrolled in media or media-related course of study at Public or Private Colleges/Universities, Broadcast/Media Schools and Wisconsin Technical Colleges. Applicants must be planning a media career that includes audio, visual and digital/social media platforms.

Students who have completed at least one-half of their degree or graduation requirements in a media or media-related course of study are encouraged to apply.

Applicants must have either graduated from a Wisconsin high school or be attending a Higher Educational Institution in Wisconsin that has been designated as eligible by the WBA Foundation Board.

To verify that your school is eligible, check out the approved school list on the WBA Foundation website at [www.wbafoundation.org](http://www.wbafoundation.org), click on the Student Scholarship Program under Scholarships and Grants. The scholarship application can also be found here.

Previous WBA scholarship winners are not eligible.

All application materials must be received by **4 p.m., Friday, October 12, 2018.**

Application Requirements – Applications to be submitted online at <https://www.wi-broadcasters.org/media-scholarship-sponsored-by-the-wba-foundation/>

1. All applicants must complete the WBA Foundation Scholarship Application Form.
2. All applicants must submit the following materials:
  1. Completed application form (below)
  2. Current copy of OFFICIAL transcript of college/university grades
  3. Two brief letters of recommendation supporting the application

An original essay written by the applicant which addresses **one (1)** of the following questions:

A) You have unlimited financial resources, create a new media company to be launched within a year.

- What does it look like? Broadcast, digital, social, or other?
- What is the audience?
- How do you ensure fair news coverage?
- Distribution?
- Who do you hire?
- Branding-how do you market?
- How is it different?

- How do you distinguish it from other forms already in existence?
- How can this be a positive force?
- And is it important?

B) What do you see as the single greatest challenge or opportunity facing the media industry? What would you do to address it? Are you addressing this challenge now and who is your audience?

The essay must be a double-spaced word type document not to exceed 1000 words.

All application materials must be received by **4 p.m., Friday, October 12, 2018.**

Note: Scholarship finalists may be asked to participate in a personal interview.

The scholarships will be awarded at the WBA's Student Seminar, Saturday, March 2, 2018 at the Madison Marriott West.

**Bonnie Beer**

---

**From:** Bonnie Beer  
**Sent:** Tuesday, December 04, 2018 4:15 PM  
**To:** 'Linda Baun'  
**Subject:** RE: Scholarship Instructions

Hi Linda,

Completed form below.

**Bonnie Beer**  
Administration & Human Resources Manager



5727 Tokay Blvd. | Madison, WI 53719  
[bbeer@wkow.com](mailto:bbeer@wkow.com)  
d: 608.661.2794

---

Download the 27 News Now App | Download the 27 Storm Track Weather App  
<http://onelink.to/aw48wb> | <http://onelink.to/6msjdm>

---

**From:** Linda Baun <lbaun@wi-broadcasters.org>  
**Sent:** Tuesday, December 04, 2018 10:55 AM  
**To:** Bonnie Beer <bbeer@wkow.com>  
**Subject:** Scholarship Instructions

**PLEASE COMPLETE THE ENCLOSED FORM & RETURN OR EMAIL BACK TO THE WBA BY NOVEMBER 28!**

Per your request to participate in the WBA's EEO Scholarship Judging option, enclosed please find copies of the 2018 WBA Foundation Scholarship applications.

Please review the attached applications and rate each student 1 - 5 in each of the five categories listed below.

<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>Poor</b>	<b>Fair</b>	<b>Good</b>	<b>Excellent</b>	<b>Extraordinary</b>

based on:

- ❖ GPA
- ❖ Post High School Employment & Extracurricular Activities

- ❖ Awards & Honors
- ❖ Broadcasting Experience
- ❖ Essay

Please figure the average for each student by taking **the sum of the 5 categories listed below and divide by 5**. Write your average number next to the student's name on the below sheet.

Your averages will be passed on to the Education Committee for their evaluation.

**WBA Foundation 2018 Scholarship Applicants**

Score	Applicant	School
3.3	[REDACTED]	UW-La Crosse
2	[REDACTED]	UW-Platteville
4	[REDACTED]	UW-Madison
3.8	[REDACTED]	UW-Madison
3	[REDACTED]	UW-Madison
3.1	[REDACTED]	UW-Madison
3	[REDACTED]	UW-Madison
3.2	[REDACTED]	UW-Madison
2	[REDACTED]	UW-Stevens Point
3.9	[REDACTED]	UW-Madison

**RETURN TO THE WBA BY NOVEMBER 28, 2018!!**

**You ONLY need to return this form - not the entire packet of applications.**

**Email (lbaun@wi-broadcasters.org)**



Your Name Bonnie Beer  
Stations Represented WKOW  
City Madison

**Please let me know how I can best be of assistance to you!**

**Linda Baun**

*Vice President*

**Wisconsin Broadcasters Association**

**44 E. Mifflin St. Suite 900**

**Madison WI 53703**

**Direct: (608) 729-1480**

**Toll Free (800) 236-1922 Main Number(608) 255-2600**

**[lbaun@wi-broadcasters.org](mailto:lbaun@wi-broadcasters.org)**

**[www.wi-broadcasters.org](http://www.wi-broadcasters.org)**

**SBE Fellow**

*Submitted for payment 12/16/18*

*check written: 12/21/18  
✓ #33220*

**Bonnie Beer**

**From:** Linda Baun <lbaun@wi-broadcasters.org>  
**Sent:** Thursday, December 06, 2018 10:00 AM  
**To:** Bonnie Beer  
**Subject:** Invoice 922 from Wisconsin Broadcasters Association  
**Attachments:** Inv\_922\_from\_Wisconsin\_Broadcasters\_Association\_5740.pdf

Wisconsin Broadcasters Association

Invoice: 922 Amount Due: 300.00

Good morning

Your invoice-922 for 300.00 is attached for Scholarship EEO donation. Please remit payment at your earliest convenience.

Thank you for your support - we appreciate it very much.

Sincerely,  
Linda Baun

Direct 608-729-1480  
[www.wi-broadcasters.org](http://www.wi-broadcasters.org)



Wisconsin Broadcasters Association

44 E Mifflin Street, Suite 900  
Madison, WI 53703

# Invoice

Date	Invoice #
12/6/2018	922

Phone #
800-236-1922

Bill To
WKOW-TV ATTN: Accounts Payable 5727 Tokay Blvd Madison, WI 53719

Terms
Net 30

Description	Amount
<p>Once every two years - donate to the Foundation (earmarked for scholarships) a minimum of \$100 for radio SEUs with 1 or 2 stations, a minimum of \$200 for radio SEUs with three or more stations, and a minimum of \$300 for TV SEUs. It is your year to make a donation.</p>	300.00
<p>Wisconsin Broadcasters Association is a S 501(c) (6) non-profit, income tax exempt organization. Federal Employer Identification #39-6123891</p>	
<b>Total</b>	
	<b>\$300.00</b>

## **Exhibit 42**

# Wisconsin Broadcasters Association



ON AIR

The Wisconsin Broadcasters Association fosters and promotes the development of the arts of aural and visual broadcastings in all its forms...

**President & CEO**  
MICHELLE VETTERKIND, CAE

**Vice President Administration**  
LINDA BAUN

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E.W. Scripps Company, Milwaukee

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WDJT-TV/CBS & Telemundo, Milwaukee

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Entercom, Milwaukee

JAN WADE  
WISN-TV, Milwaukee

JEFF WELTON  
Nautel, Hackett's Cove, Nova Scotia

MICHAEL WRIGHT  
Midwest Communications, Wausau

**Ex Officio - NAB Board**  
TOM WALKER  
Mid-West Family Broadcasting, Madison

April 29, 2018

Tom Allen  
WKOW TV  
5727 Tokay Blvd.  
Madison, WI 53719


Dear Tom:

In accordance with the WBA's Assistance Action Plan for EEO Compliance, this letter confirms that WKOW TV, was represented by Bonnie Beer, Jill Genter, Ed Reams and Anna Engelhart at the **EEO Seminar: AVOIDING DISCRIMINATION IN EMPLOYMENT TERMINATIONS** which was held as part of the WBA's 2018 Winter Conference on Wednesday, January 31, 2018 from 10:45 AM-11:45 AM at the Concourse Hotel in Madison, Wisconsin.

One of the menu option initiatives under the FCC's Outreach Prong 3 states: "One full 'Menu Option Initiative' credit for participating in a program for station management that will teach them how to ensure Equal Employment Opportunity and prevent unlawful discrimination". The WBA will be offering this training program four times over a two year period. The seminar will be held in conjunction with the WBA Winter and Summer Conferences, this initiative began with the 2006 Winter Conference - this is a similar process as the Job/Career Fairs. If a station routinely sends management to these courses, by the end of the segment, (two year period), the SEU would claim one full menu option credit for that two year period. Please note - these four seminars will each be on different discrimination topics, so an SEU will need to have someone from management in attendance at all four sessions to get the full menu option credit."

Please feel free to contact me if you have any questions! We look forward to helping you, our valued member, with your EEO Compliance.

Sincerely,

  
Linda Baun  
Vice President

# Wisconsin Broadcasters Association



ON AIR

The Wisconsin Broadcasters Association fosters and promotes the development of the arts of aural and visual broadcastings in all its forms...

**President & CEO**  
MICHELLE VETTERKIND, CAE

**Vice President Administration**  
LINDA BAUN

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Mid-West Family Broadcasting, Madison

May 15, 2019

Tom Allen  
WKOW TV  
5727 Tokay Blvd.  
Madison, WI 53719

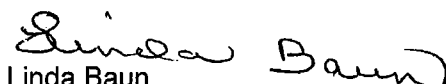
Dear Tom:

In accordance with the WBA's Assistance Action Plan for EEO Compliance, this letter confirms that WKOW TV, was represented by Anna Engelhart at the **EEO Seminar: EFFECTIVE STRATEGIES TO ADDRESS LEGAL ISSUES AND PREVENT UNLAWFUL DISCRIMINATION DURING THE EMPLOYMENT RELATIONSHIP** which was held as part of the WBA's 2019 Winter Conference on Wednesday, January 30, 2019 from 10:45 AM-11:45 AM at the Concourse Hotel in Madison, Wisconsin.

One of the menu option initiatives under the FCC's Outreach Prong 3 states: "One full 'Menu Option Initiative' credit for participating in a program for station management that will teach them how to ensure Equal Employment Opportunity and prevent unlawful discrimination". The WBA will be offering this training program four times over a two year period. The seminar will be held in conjunction with the WBA Winter and Summer Conferences, this initiative began with the 2006 Winter Conference - this is a similar process as the Job/Career Fairs. If a station routinely sends management to these courses, by the end of the segment, (two year period), the SEU would claim one full menu option credit for that two year period. Please note - these four seminars will each be on different discrimination topics, so an SEU will need to have someone from management in attendance at all four sessions to get the full menu option credit."

Please feel free to contact me if you have any questions! We look forward to helping you, our valued member, with your EEO Compliance.

Sincerely,

  
Linda Baun  
Vice President