

# Member Certification Form

## PBS MEMBER STATION MEMBERSHIP CERTIFICATION AND AGREEMENT

**FY 2019 (July 1, 2018 - June 30, 2019)**

Status: APPROVED

First and Last Name*	Norm Silverstein
E-Mail Address*	norms@wxxi.org

This PBS Member Station Membership Certification and Agreement (the "Agreement") is made by and between the Public Broadcasting Service, a District of Columbia not-for-profit corporation with principal place of business at 2100 Crystal Drive, Arlington, Virginia, 22202, ("PBS") and WXXI ("Member Organization") the licensee of PBS member stations as further described below in Section I.

Member Organization hereby submits the following information and makes the designations and certifications for FY 2018 as set forth below:

### I. Member Station Information

Please enter your Station information:

Station Call Letters (or State Network)*	WXXI
Licensee Organization (per FCC License)*	WXXI Public Broadcasting Council
if other, Operating Organization	
Licensee Type	Community
Organization Street Address*	280 State Street
Organization City*	Rochester
Organization State and Zip Code*	New York 14614

## PBS Member Station Information

### Station Information

Please list your transmitter information here:

Thales Ultimate 8, solid state, 7KW max.

Please detail below any changes to your transmitter or operation that may have impacted your digital population coverage. (For example, change in the number of transmitters, location, power, etc...):

We moved our digital television antenna to a higher location on our tower in 2013 to improve our digital population coverage, especially near Lake Ontario.

# Digital Services

## A. Broadcast Multicast Channels

Please provide below the name and general description of each of your station's multicast channels. You do not need to provide a description of nationally packaged channels like PBS World, Create and V-ME.

### Channels

Channel: 1	WXXI-HD
Identify your Primary PBS Channels	
Primary PBS Channel	WXXI-HD, DT 21.1

## B. Cable/Satellite/FiOS/Mobile/Other

Please describe any additional services your station is providing via Cable, Satellite, FiOS, Mobile, the Internet or any other means. (For example, an educational channel on Cable)

WXXI programs City 12 on cable in the city of Rochester, under contract with the city. This channel serves the needs of an urban audience, including some Spanish language programming. As a Joint Licensee, WXXI owns or operates six public radio stations. We also provide a reading service for the blind and for those with visual impairments. WXXI owns and operates the Little Theatre, a five screen cinema serving Greater Rochester with independent and foreign films. The Little includes a cafe, music venue and art gallery. WXXI streams Homework Hotline, an educational program serving students throughout New York State. The station is active on social media with YouTube channels, station Apps, news websites and companion websites and mobile applications for a number of programs.

## II. Designation of Representatives of Members

Article III of the PBS By-Laws requires that each Member annually designate three representatives as follows:

- One professional representative, who shall be an officer or employee of the Member.
- Two lay representatives, each of whom shall be a member of that Member's Board of Directors (or equivalent governing body) or its designee, but in no event a person employed as a noncommercial broadcast professional; and

Under the By-Laws, any one of the representatives, at the Member's designation, shall represent, vote and act for the Member in all affairs of PBS in which the Member is entitled to vote or participate (e.g., the Annual Meeting of the Members and the election of professional directors to the Board). A Member may change its representatives at will and may appoint a substitute representative by giving written notice to the PBS Corporate Secretary.

Please designate your station's professional and lay representatives below:

### Professional Representative

Name	Norm Silverstein
Title	President & CEO
Mailing Address	280 State Street Rochester, NY 14614

Email Address	norms@wxxi.org
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Phone  
Number 5852580211

[NOTE: For purposes of communications regarding governance and station services matters, PBS will contact the Professional Representative identified above.]

#### Lay Representatives

**1. Name** Dr. Cynthia Reddeck-LiDestri  
**Title** Chair, WXXI Board of Trustees  
**Mailing Address** Cynthia Reddeck-LiDestri MD FACC VP, Health and Wellness Program LiDestri Food & Beverage 815 W. Whitney Road Fairport, NY 14450

**Email Address** doctorcindy@lidedstrifoods.com

**Phone Number** (585) 388-4265

**2. Name** Robert Healy  
**Title** Vice Chair, WXXI Board of Trustees  
**Mailing Address** Robert A. Healy President LaBella Associates, PC 300 State St. - Suite 201 Rochester, NY 14614

**Email Address** rhealy@LaBellaPC.com

**Phone Number** (585) 295-6225

### III. Membership Certification

On behalf of the Member Organization, a member of the Public Broadcasting Service, I certify that the public television broadcast station or stations operated by the Member Organization shall at all times comply with the PBS By-Laws and the policies, terms and conditions of membership established thereunder (collectively, the "Membership Rules"), including, but not limited to:

- Policy on Admission to PBS Membership
- Membership Eligibility Criteria and Requirements
- Benefits and Obligations of PBS Membership
- Criteria for Evaluation Sister Station Eligibility
- Program Differentiation Plan
- Terms and Conditions for Use of PBS Content
- PBS Common Carriage Guidelines
- Prerelease Guidelines for PBS Programs
- Rules for Use of PFP Programs & Guidelines for Best Practices in Multi-Station Markets
- PBS Editorial Standards and Policies
- PBS Guidelines for At-Risk and Unserved Areas
- PBS Policy on Member Station Accounts Receivable

I acknowledge that the Membership Rules are available to the Member for review and that it is the Member's responsibility to be aware of all current Membership Rules (available at [http://mypbs.org/Member\\_Handbook/](http://mypbs.org/Member_Handbook/)) and any future modifications or additions thereto.

I further certify that the information provided in this Agreement is true and correct to the best of my knowledge and belief, and

that I am authorized to make the certifications contained herein on behalf of the Member Organization. I understand and acknowledge that this certification is a requirement of membership in PBS.

Signature\*

Norm Silverstein

Title\*

President & CEO

Date\*

6/22/2018

If you have any questions about this certification, please contact Thomas Crockett ([tcrockett@pbs.org](mailto:tcrockett@pbs.org)) or Vanessa Butler ([vnbutler@pbs.org](mailto:vnbutler@pbs.org)).