When we urge you to “Go Public” with WXXI, it’s far more than a tagline. It’s an invitation for the entire community to explore the countless programs and services that we make available – anywhere, anytime. Trusted, balanced and commercial-free – we are the most accessible media organization in the region.

In the areas that matter most to our community – education, citizenship, health and the arts – WXXI has made it our mission to help explore and promote understanding of those diverse subjects.

In a region rich with artistic creativity and entrepreneurial spirit, we take a leading role as both a curator of local culture and innovators of new technologies – be they broadcast or broadband.

WXXI is locally owned and operated, and truly belongs to everyone. Through individual donations and regional underwriting, our largest percentage of support comes from community members who recognize what a vital service WXXI provides. We are an organization that believes in partnerships and collaborations – and knows that working in concert with other organizations enables us to make a bigger impact, which helps improve the quality of life for all of us. In fact, our recent long-term affiliation with the historic Little Theatre promises to both preserve independent film in Rochester and enhance one of the East End’s cultural gems.

The health of a community is dependent on the vibrancy of its economy, the viability of its educational and social structures, and the vitality of its arts and cultural institutions. Every day, WXXI presents those tools for growth. Whether it’s an in-depth radio story, a compelling television program, a film that raises the spirit or an online forum where ideas are freely exchanged – WXXI proudly continues to be where the public goes.

It’s yours when you need it. The programs, the events, the engagement, the online content: use as little or as much as you want. Owned collectively by the community, WXXI is for everyone. It’s for music lovers, life-long learners, art aficionados, and news junkies. It’s for young and old. It’s for all.

A Message from
WXXI President
Norm Silverstein
& WXXI Board Chair
Steven Swartout

THIS IS PUBLIC MEDIA.

WXXI is a public library brimming with information. WXXI is a public school where media and innovation collide. WXXI is a public performance where artistry and creativity are on stage. WXXI is a public square where thoughts and ideas are civilly exchanged. WXXI is used by thousands in more ways than you can possibly imagine. It’s independent and accessible to all. WXXI is public media.
**Mission**

WXXI is the essential, life-long educational media resource for the Greater Rochester area. WXXI puts the community first with programming that stimulates and expands thought, inspires the spirit, opens cultural horizons and promotes understanding of diverse community issues.

**Vision**

WXXI will be the trusted community media partner and the best public broadcaster in the nation in terms of strengthening its community.

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**Little Theatre | Big Deal**

Accessibility and engagement. That is what WXXI provides our community on air, online - and now on screen. WXXI's family of services recently grew to include Rochester's historic Little Theatre. This newly combined organization promises to enhance the cultural life of the community, and will help to strengthen two of Rochester's most vital cultural institutions. WXXI and the Little have similar missions and complementary services that will only enhance our now combined efforts. Together we look forward to offering even richer experiences to audiences in the Finger Lakes Region. Our television and radio services provide access to compelling original content – and the Little will continue to provide extraordinary independent and foreign films with special screenings and talkbacks to engage film-goers more than ever. The affiliation will strengthen WXXI’s roots in the arts and give it a presence in the East End's cultural district. This new affiliation will strengthen both institutions by pooling resources in key mission areas. Together, WXXI and the Little will be able to:

- Extend and enhance educational efforts;
- Add complementary programming such as documentaries, news, cultural events, and children’s events;
- Continue to position the Little as the home for film and music festivals;
- Provide a diverse staff skill set to strengthen both organizations in key areas;
- Benefit from cross-promotion opportunities;
- Extend both organizations’ missions with enhanced distribution options – on air, online and on screen.

---

**MAKING MEDIA SOCIAL**

We’re more than social media – we make our media more social. We know that multiple screens offer multiple ways to access content, so whether that screen is in your living room, in your hand, on your lap, or on East Avenue, you’ll find us there. Our phone app and mobile site means WXXI can be with you wherever you go. Our interactive website allows you to comment on news stories – and then connect with others. When you watch programs on our WXXI YouTube channel, you can immediately share your thoughts – and share the video. If you “like us” on Facebook, you’ll be joining thousands of others who have done the same. If you’re a fan of Twitter, you can follow WXXI hosts and reporters, including Karen DeWitt who is our most-prolific tweeter. From Skypes to talkbacks, the Little Theatre offers exclusive access to filmmakers. If your social media is more traditional, you can just call our membership hotline and we’ll be there too. We make it easy to “Go Public” with WXXI – any way you choose.
Education

A safe haven in the living room, a study hall at home, a resource in a classroom or a springboard to community discussion - WXXI may not be traditional "public education," but we make education public. WXXI uses the power of public broadcasting to enrich the lives of those in the Greater Rochester area. We help preschoolers, students, and adults reach their full potential.

How do we do this?

We do it by dedicating 15 hours a day to educational programs that are the safest, most trusted on television. Included are WXXI's Homework Hotline, a live, statewide call-in show where kids get homework help, and Assignment: The World, the nation's longest-running instructional program.

We do it by making more than 2,500 online educational video clips and learning resources available free of charge, to teachers, students, and parents. We do it by operating one of only seven Regional Adult Education Networks in New York State, providing professional resources to improve the skills of adult educators, as well as supporting family literacy and workforce development programs.

We do it by hosting hundreds of workshops to train educators on how to effectively use PBS KIDS programs, games, websites, and learning resources in their classrooms. And we do it with a big yellow bird who has provided a safe haven of acceptance for generations of learners.

Together, these resources help families, caregivers, teachers, and students of all ages discover the value of a "public" education.

"It’s nice for parents to be able to know that their child can call Dial-A-Teacher or Homework Hotline and get the help that they need."

- Louise Slaughter, U.S. Representative for New York’s 28th District

PUBLIC EDUCATION.

Super Why!
Fetch!
Little Buddies*
Biz Kids*
Cyberchase
Sesame Street
Homework Hotline*
Martha Speaks
Barney & Friends
Ready-to-Learn*
Curious George
60 Second Science*
Maya & Miguel
It’s a Big, Big World
Sid the Science Kid
National Geographic Bee
Wild Kratts
Regents Review 2.0
Clifford the Big Red Dog
The Cat in the Hat
Bob the Builder
Berenstain Bears
The Electric Company
Caillou
Word World
Assignment: The World*
Fizzy’s Lunch Lab
WordGirl
Design Squad
GED Connection* 
Angelina Ballerina
Thomas & Friends
Dinosaur Train
Franny’s Feet
Raising 100,000 Voices*
Arthur
DragonflyTV

* WXXI Produced/Presented
Rochester has more artists, musicians, museums, theatres and galleries than almost any city of its size. In many ways, the artistry defines our community. That’s why WXXI is dedicated to spotlighting the rich culture we have and sharing it with audiences across the country. Radio broadcasts such as the Rochester Philharmonic Orchestra series, With Heart and Voice, and Fascinatin’ Rhythm, along with TV specials such as Restoring a Masterpiece, Boynton House, and Xerox Rochester International Jazz Festival showcase Rochester as a cultural center and a cornerstone of creativity.

Our community’s deep appreciation for the arts is why WXXI has one of the most listened-to classical public radio stations in the country. Since 1974, Classical 91.5 has brought listeners music performed from around the region and around the world. It’s why Open Tunings on WRUR and WITH features countless local and touring musicians. It’s also why AM 1170 spotlights the arts with weekly news features and monthly discussions on Arts Friday. Additionally, WXXI public television brings world-class cultural programming to the screen with PBS staples such as Great Performances, Live from Lincoln Center, American Experience, and Masterpiece Theatre.

For many, WXXI is the only opportunity to see a Broadway show, visit a national park, or have a front row concert seat. At a time when arts funding is threatened, WXXI is helping to sustain arts and culture for generations to come by ensuring that the worlds of music, theater, and dance remain available to all. Add to that WXXI’s affiliation with the Little Theatre and it becomes apparent that no other institution invests as fully in the cultural health of our community.

WXXI has captured the experiences of the Rochester International Jazz Festival and gift wrapped them for the viewer.

- Marc Iacona, Executive Director, Rochester International Jazz Festival
News

Fair. Trusted. Balanced. WXXI uses the collective power of public media to bring you in-depth news and public affairs. Every day, our Center for Public Affairs delivers focused reporting on issues that concern our region and our country. We bring you special features on Morning Edition and All Things Considered, intriguing conversations on 1370 Connection, Talk of the Nation, and The Diane Rehm Show, interesting and sometimes heated interviews on Need to Know Rochester, The McLaughlin Group, and Charlie Rose, plus Capitol Bureau reports from WXXI’s Karen DeWitt in Albany.

WXXI also leads the Innovation Trail – a news team dedicated to reporting on the innovation economy in upstate New York. We oversee this major journalism initiative to provide comprehensive reporting in a way that only public broadcasting can.

PUBLIC INTEREST

More people tune to 1370 Connection weekly than voted in the last mayoral election.

WXXI is the recognized public forum for civil discourse and objective information. Supported by the Community Foundation WXXI hosted several Voice of the Voter Debates (with our partners The Democrat & Chronicle, WDKX and WHAM 13 TV). We also recorded 35 Candidate Free Air Time messages and dedicated more than 8 hours to a series on the state of the Rochester City School District.

Locally owned and operated, WXXI provides an independent voice for our region. While other news agencies are cutting back and the notion of journalism seems to be wrapped up in sound bites, you can trust WXXI to uphold the idea that thoughtful, thorough reporting is key to an informed and engaged society. By covering the affairs of neighborhoods, schools, and government, we give voice to our community. WXXI is Rochester’s public square.

Public Opinion:

“With so much shouting on other stations, thank you for providing civil discussion from all sides that let me form my own opinions.”

- Sean Phelan, Vice President, Rochester Downtown Development Corporation
Health

Making Rochester a healthier community is one of WXXI’s most important goals. By educating our community and teaching healthy behaviors, we’re empowering our neighbors with the resources they need to make informed decisions and lead healthier lifestyles. From coverage of the health care debate, to hosting community forums, to programming that tackles medical issues, WXXI is the community’s media health partner.

WXXI is committed to the issue of child obesity and wellness. Our initiative promotes nutrition, fitness and heart health. It also includes direct outreach to child care providers, teaching healthy behaviors and solidifying WXXI as the trusted source for health information.

With our national healthcare series, Second Opinion, our monthly radio program, Healthy Friday, and stories from NPR and WXXI reporters, more people turn to WXXI for comprehensive health news and analysis than any other local media outlet.

Our community efforts also make WXXI a valuable resource. They include: working with the Little Theatre to host screenings of health-related films and documentaries with related talkbacks; Get the Lead Out, a free DVD distribution and broadcast series which helps explain the dangers of lead poisoning; and Raising 100,000 Voices, a video education project where young people share the challenges they face as emerging adults. WXXI also partners with the Al Sigl Community of Agencies for Dialogue on Disability, an annual multimedia effort that promotes the abilities of people with disabilities.

Having a healthier and better-informed community ensures a brighter future, and WXXI is proud to help lead the effort.

"Second Opinion not only provided me with insight and information, but it empowered me to ask better questions that lead to a better treatment."

- David B, responding to the Second Opinion episode “Colon Cancer”
Xerox Rochester International Jazz Festival

WXXI shares the exciting sounds and scenes from the Xerox Rochester International Jazz Festival. The series captures the essence of one of the most popular and most respected jazz festivals in the country, featuring spectacular performances by some of today’s hottest musicians and legendary names in jazz. Production for the newest season is made possible through support from the The Louis S. and Molly B. Wolk Foundation.

Restoring a Masterpiece: The Renovation of the Eastman Theatre

Co-produced by WXXI and Eastman School of Music, and narrated by Rochester native, actor, and director Philip Seymour Hoffman, Restoring a Masterpiece showcases the intricate renovation of a building that is itself a work of art. At the same time, it tells the story of the intertwined histories of the Eastman School of Music and the Rochester Philharmonic Orchestra. Production funding for this New York Emmy®-nominated film was provided by The Pike Company, PAETEC, Louise Epstein, and Keith & Betsy Wilson.

Frank Lloyd Wright’s Boynton House: The Next Hundred Years

In documenting the meticulous restoration of Frank Lloyd Wright’s Boynton House, WXXI has captured both the innovative spirit and determination of owners Fran Cosentino and Jane Parker. A team of local craftsmen worked to restore the home to its original beauty using materials and processes that Wright himself intended. The incredible story brought to life in this documentary will be shared by WXXI with the entire country.

Innovation Trail

A collaboration among five upstate New York public media outlets led by WXXI, Innovation Trail provides in-depth reports about the innovative technologies, businesses and policies that are helping rebuild the region’s economy. Reports are available on air and online at: InnovationTrail.org.

WEOS 89.7 Geneva & WITH 90.1 Ithaca

WXXI partners with Hobart and William Smith Colleges (HWS) in the operation of WEOS 89.7. As part of the commitment, WXXI provides HWS students increased opportunities in the media industry, and gives WEOS listeners additional local and regional news coverage. This partnership also resulted in WXXI and HWS launching WITH-FM 90.1 in Ithaca, which offers a mix of eclectic music programs and NPR news and talk.

Candidate Free Air Time

To help keep the Rochester community informed about local political races, WXXI gives candidates the opportunity to deliver their messages directly to voters, free of charge, through the Candidate Free Air Time service. Recorded at WXXI, the two-minute messages are heard on AM 1370 and also posted online at WXXI.org.

City 12 Television

In this partnership with the City of Rochester, City 12 provides city residents with informative and entertaining programming including CityWise, a weekly talkshow that covers issues of particular interest to residents. Programmed by WXXI, City 12 is available to cable television subscribers in the City of Rochester.

Voice of the Voter

This long-standing partnership among WXXI, The Democrat & Chronicle, WDKX and WHAM 13 TV has kept citizens at the forefront of election coverage for more than 15 years. Supported by The Community Foundation, Voice of the Voter provides scientifically valid issues polling to inform news coverage, and always includes citizens in election forums, debates and media discussion. It has been recognized with several statewide awards for building social capital and contributing to citizen education.

Dialogue on Disability

This partnership between WXXI and Al Sigl Community of Agencies celebrates its 10th anniversary. The week-long initiative is designed to stimulate community dialogue about the perspectives and abilities of people with disabilities. At the heart of this initiative is programming that shows the amazing lives of people with disabilities.

Raising 100,000 Voices

Raising 100,000 Voices works collaboratively with local and regional organizations to engage youth and young adults from traditionally disadvantaged segments of the population in a “video voice” community education program. Working with WXXI and its partners, Rochester’s young people created mini-documentaries, sharing with the public the issues they face as emerging adults.

Finger Lakes RAEN

The WXXI-led Finger Lakes Regional Adult Education Network (RAEN) is one of seven staff development organizations established by the New York State Education Department’s Adult Education and Workforce Development Team. The RAEN plans and delivers quality professional development and training to state and federally-funded agencies that provide adult literacy services below the post-secondary level.

Homework Hotline Celebrates 20 Years

Produced by WXXI and broadcast on PBS stations across New York State, the series has helped thousands of children with their studies. Designed for children in grades 4 through 12, the program supports academic achievement across a variety of NYS Learning Standards. Statewide funding is provided by NYSUT.

WXXI Reachout Radio

This service provides 24-hour a day readings of newspapers, magazines, and books for people who are print-handicapped. Reachout Radio is accessible through specially-tuned radios, provided free of charge to eligible applicants. The service is provided in partnership with ABV3 Goodwill Industries of Greater Rochester.

Biz Kid$ 

From the team that created the Emmy award-winning series Bill Nye the Science Guy, comes a fun, fast-paced series that teaches kids how to manage their own money. Presented nationally by WXXI, Biz Kid$ is designed to entertain, engage and ultimately elevate young people’s knowledge about money and finance.
PUBLIC INFORMATION.

WXXI PUBLIC BROADCASTING COUNCIL
SUMMARY STATEMENT OF FINANCIAL POSITIONS
As of June 30, 2011

<table>
<thead>
<tr>
<th></th>
<th>Unrestricted</th>
<th>Temporarily Restricted</th>
<th>Permanently Restricted</th>
<th>Total</th>
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<tr>
<td>Assets</td>
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<td>3,934,893</td>
<td>22,379,270</td>
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<tr>
<td>Liabilities</td>
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<td></td>
<td>4,464,525</td>
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<tr>
<td>Net Assets</td>
<td>$11,885,268</td>
<td>2,094,584</td>
<td>3,934,893</td>
<td>17,914,745</td>
</tr>
</tbody>
</table>

Total Liabilities and Net Assets $16,349,793 2,094,584 3,934,893 22,379,270

WXXI PUBLIC BROADCASTING COUNCIL
SUMMARY STATEMENT OF FINANCIAL ACTIVITIES
Year Ended June 30, 2011

<table>
<thead>
<tr>
<th>Support and Revenue</th>
<th>Unrestricted</th>
<th>Temporarily Restricted</th>
<th>Permanently Restricted</th>
<th>Total</th>
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<td>381,262</td>
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</table>
| Total Support and Revenue $12,019,592 692,238 267,378 12,979,208

| Expenses | Operating | $10,316,339 |                  | $10,316,339 |
|          | Plant     | $1,052,073  |                  | $1,052,073  |
|          | Total     | $11,390,037 |                  | $11,390,037 |

| Change in net assets | $629,555 692,238 267,378 1,589,171 |

| Net Assets-beginning | $11,255,713 1,402,346 3,667,515 16,325,574 |
| Net Assets-ending   | $11,885,268 2,094,584 3,934,893 17,914,745 |

WXXI AWARDS | JULY 2010 - JUNE 2011

- Television Program Awards
  - Assignment: The World
  - New York State Broadcasters Association Award of Excellence (Best Individual Program or Series Designed for Children)
- Biz Kid$ “Are You Financially Literate?” Silver Telly (Education)
- Homework Hotline
  - New York State Broadcasters Association Award of Excellence (Best Locally Produced Program Designed for Children)
- Second Opinion “Season 7” Bronze Telly (Health and Fitness TV Program)
- Second Opinion “Bipolar Disorder” Communicator Award of Distinction (Health and Wellness)
- Songs of Freedom
  - New York Emmy® Award (Children’s Programming and Director)

WXXI TOTAL REVENUE (BUDGET 2011)

WXXI TOTAL EXPENSES (BUDGET 2011)

WXXI TOTAL OPERATING INCOME (BUDGET 2011)

2011 Fiscal Year Membership Overview
Overall membership donations finished the 2010 fiscal year at $3,222,040 while WXXI’s donor base remained consistent. E-mail solicitations continued to perform well, ending 26% ahead of last year. WXXI also launched its Sustainer Program, designed to help preserve an ongoing membership commitment for programs and engagement efforts. We are confident this Sustainer Program will become a model for all public broadcasters to follow.
PUBLIC RECOGNITION.
For video, audio, news, events, schedules, blogs, profiles, discussions, kids’ games, special features and more, Go Public at WXXI.org

“Don’t waste another day waiting for something to do!”

At Valley Manor, there’s no excuse to be bored!
One look at Gail’s collaborations with leading Arts organizations will convince you that Valley Manor is a vibrant community of active seniors engaged in exceptional cultural and recreational pursuits.

Join Gail for concerts, seminars & special events:
- Artist “Meet & Greets”
- Behind-the-Scenes Access
- Private and Exclusive Tours
- Author Visits
- Day Excursions
- and much, much more!

—Gail, Resident Events Manager

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Psychotherapy and counseling for:
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The Village East-Confere Realty, LLC

Travel & Leisure
Downtown Ithaca Alliance
Geneva On The Lake
Niagara Wine Trail
Sonnenberg Gardens & Mansions
Visit Rochester (GRVA)

Utilities
Frontier Communications
RG&E

Wellness
Ancient Acupuncture and Chinese Herbal Pharmacy
Bodhi Tree Yoga
Foodlink
Interlakes Oncology/Hematology
Lifespan of Greater Rochester
Med-scribe, Inc.
National Multiple Sclerosis Society
New Moon Life Expo
Rising Lotus Marriage & Family Therapy
Rochester Health
Rochester RHIO
Pluta Cancer Center
Unity Health
Unity Health—Total Sports Experience
University of Rochester Medical Center
URMC-Plastic Surgery
URMC-Vein Center
Veteran’s Outreach Center
Visiting Nurse Service

Geneva On The Lake
Niagara Wine Trail
Sonnenberg Gardens & Mansions
Visit Rochester (GRVA)
Helping Millions Of Visitors Feel Right At Home.

Believe it or not, tourism is big business in the Greater Rochester area. In fact, last year an estimated two million visitors left an economic impact of almost one billion dollars in the local hospitality industry—hotels, attractions, restaurants, and retail and service businesses.

It’s our job as Monroe County’s official tourism promotion agency to spread the word about all the great things the area offers to both business and leisure travelers. As a resident, it’s your privilege to live in an area that offers so many affordable things to do with such easy access. From arts and culture to outdoor recreation and sports, we’ve got something for everyone.

For information on great stuff to do at year long, go to VisitRochester.com. Then share the fun by inviting out-of-town business associates to visit. Need help hosting a local meeting or convention with out-of-town guests? Please call VisitRochester at (585) 279-8300 to roll out the red carpet.

PUBLIC PLACES. STATIONS & SERVICES

Our current television offerings include:

- **WXXI-TV/HD** An award-winning producer of local and national programs, WXXI provides safe, non-commercial children’s programming along with a varied PBS schedule throughout the day.
- **WXXI CREATE** This digital channel provides lifestyle programming, plus kids shows from 6-9 pm.
- **WXXI WORLD** This digital channel airs current affairs and informational programming from PBS.
- **CITY 12** WXXI-TV and the City of Rochester provide city residents with 14 hours of daily programming.

Our current radio offerings include:

- **AM 1370** An NPR station, specializing in news and public affairs, including community-based talk shows. Includes Innovation Trail, a collaboration reporting on the innovation economy in upstate NY.
- **CLASSICAL FM91.5** As Rochester’s only classical radio station, Classical 91.5 broadcasts classical music plus specialty programs such as *A Prairie Home Companion* and *Fascinatin’ Rhythm*.
- **HD RADIO** Classical 91.5 and AM 1370 can now be found on WXXI-FM HD 91.5-1 and WXXI-FM HD 91.5-2.
- **REACHOUT RADIO** A radio-reading service providing information to thousands with visual impairments.
- **WRUR-FM 88.5** A partnership with the University of Rochester that provides a mix of NPR news and eclectic, adult alternative music programming.
- **WXXY-FM 90.3** A mixed news and classical radio station serving the Houghton, NY region.
- **WITH-FM 90.1** In Ithaca, NY, WXXI has partnered with Hobart & William Smith Colleges to broadcast an adult alternative music and news station that further strengthens public radio in the Finger Lakes region.
- **WEOS-FM 89.7** A broadcast partnership between Hobart & William Smith Colleges and WXXI, providing NPR news and eclectic music programming in Geneva, NY.

Our commitment to Rochester’s arts community continues to grow:

- **The Little Theatre** Rochester’s premiere independent film house is part of WXXI’s family of services. The Little’s special screenings, talkbacks, music, and festivals enhance the cultural life of our community.

Other electronic service delivery systems:

- **WXXI On-Demand** WXXI provides programming on Time Warner’s Rochester On-Demand channel.
- **WXXI.org** Includes podcasts and on-demand programs along with schedules and a robust news area. This interactive site provides chats and blogs while our mobile site and app makes WXXI available on the go.
- **VITAL** A free, Internet-based video on-demand service, which offers thousands of standards-based pre-k-12 media resources, support materials, and self-paced lessons.
THANK YOU FOR GOING PUBLIC WITH YOUR SUPPORT.

WXXI-TV/HD | WXXI WORLD
WXXI CREATE | CITY12 ROCHESTER
AM 1370 NEWS | CLASSICAL 91.5
WRUR 88.5 | WITH 90.1 ITHACA
WXXY 90.3 HOUGHTON
WEOS 89.7 GENEVA
REACHOUT RADIO
THE LITTLE THEATRE
WXXI PUBLIC BROADCASTING
280 STATE STREET | PO BOX 30021
ROCHESTER, NEW YORK | 14603

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