Be
WE HAVE A GIFT IN THIS CITY. WE HAVE THE ABILITY TO INVENT, TO EXCEL AND TO ASTOUND. FROM SUSAN B. ANTHONY TO FREDERICK DOUGLASS TO GEORGE EASTMAN, DAUNTLESS PIONEERS BUILT A CITY RICH IN ARTS, EDUCATION AND INNOVATION. WXXI HELPS EXTEND THESE GIFTS TO THE COMMUNITY. WE SHOW WHAT IS POSSIBLE. WE HELP ROCHESTER BE MORE.

WITH PROGRAMMING AND OUTREACH EFFORTS, WE HELP OUR CITIZENS BE BETTER INFORMED. WE HELP SHOWCASE BOTH CLASSICAL MUSIC AND CONTEMPORARY THOUGHT. WE HELP GROW CURIOUS MINDS AND FILL YOUNG HEARTS. WE HELP BRING THE IMAGINED TO LIFE. WE HELP BRING THE WORLD TO ROCHESTER AND ROCHESTER TO THE WORLD.
Michael Caputo has one. Bob Smith has one. Alex Crichton and Karen DeWitt have one, too. So do you. Together, we make up the collective voice that is WXXI. It’s a powerful tool that can change minds, spark actions and record history. It’s a voice that is locally owned and operated – answering only to its community. It’s a voice that informs, inspires and engages. It’s the vehicle that keeps us connected with what’s going on in our hometown and around the world.

Fair. Trusted. Balanced. WXXI uses this collective voice to bring you in-depth news and public affairs programs like Need to Know, 1370 Connection, Morning Edition and All Things Considered. AM 1370 reporters Bud Lowell and Peter Iglinski keep you in touch with news from Rochester. Reports from WXXI’s Karen DeWitt in Albany keep you in touch with news from the State Capitol. And NPR correspondents Steve Inskeep, Carl Kasell and Susan Stamberg keep you informed with news from around the nation and around the world.

WXXI gives voice to many in our community who would otherwise go unheard. With dedicated partners, programs like Voice of the Voter, Dialogue on Disability, Let’s Make Lead History, Second Opinion and Reachout Radio open minds as well as eyes. Listen carefully and you will hear the voice of your neighbor, your congressman, your community leader. It’s your voice. It’s the voice of Rochester.

More people use WXXI each month than attend Geva Theatre, the RPO, Strong Museum, RIT & the UofR each year—combined.

Be more involved
education

Our lessons aren’t conducted in the classroom. There are no desks. No red pens, no shiny stars or three ring binders. There is, however, a power button. Turn it on and be propelled into a world of perpetual learning where subject matters range from string theory to the letter “B”. WXXI is dedicated to engaging, inspiring, and educating its audiences. Six years old or 60 years young, a PhD or a student of GED – there’s always room to expand your mind.

On weekdays, WXXI-TV broadcasts 12 hours of non-violent, non-commerical children’s programming including Homework Hotline and Assignment: The World, produced right here in our Rochester studios. WXXI’s programs are considered the safest and most trusted on television today. And, with the power of digital, WXXI is able to provide a 24-hour channel dedicated to children’s programs on WXXI-Kids.

Our primetime schedule is rich with public affairs and science programs, documentaries and biographies. Our overnight schedule is devoted to broadcasting instructional programming for educators and adult learners. You’ll find this instructional programming, along with other personal enrichment programs on WXXI-Q, our 24-hour digital learning channel.

Beyond the screen, you will find WXXI’s new Educational Outreach Center offering workshops for parents and caregivers to improve readiness for school. Supporting these efforts, teachers, parents and students can access Video On-Demand, a free online service that provides Instructional Television programs and video clips for instant streaming or downloading off the Web.

A safe haven in the playroom, a study hall at home, a resource in the classroom or a springboard to community discussion, WXXI uses the power of broadcasting to enrich the lives of those in the Greater Rochester Area. Tune in and you’ll learn how to be more every day.

A new Rochester high school would need to open to grant as many diplomas as WXXI’s GED Connection.

Be more independent
A concerto tells a story, a song expresses a feeling, a play exposes a character, a poem evokes an emotion. Art, music, theatre and literature are all part of culture. These entities define who we are as a society. As a cultural resource, WXXI is dedicated to exposing the Rochester community to the arts.

Since 1974, WXXI’s Classical FM has remained true to its original intent – to be the finest all-classical music station in Rochester. It brings its listeners beautiful music performed around the world and here at home – programs like Music from Chautauqua, Rochester Philharmonic Orchestra series, From the Top, Live from Hochstein, With Heart & Voice, and Fascinatin’ Rhythm.

WXXI-TV has also made it a top priority to bring cultural classics to the screen. Great Performances, Live from Lincoln Center and Masterpiece Theatre are just a few of the cultural mainstays. In addition, we produce local documentaries highlighting some of Rochester’s finest artists including Head Heart and Hand: Elbert Hubbard and the Roycrofters, Albert Paley: Man of Steel, Out of the Fire, Speaking with Music and Horses on Parade.

WXXI has also brought some wonderful performers to Rochester from opera great Luciano Pavarotti to Blues artist Shemekia Copeland. We have collaborated on projects with many cultural institutions including George Eastman House, Hochstein Performance Hall, Rochester Philharmonic Orchestra, Geva Theatre Center and the Memorial Art Gallery. 

Madame Butterfly, a Phish concert, Oklahoma!, Boston Pops – take in a bit of culture by turning on WXXI. From Lincoln Center to the center of Rochester, we promise to offer inspiring and enriching programs wherever you look.

You would have to fill the Eastman Theatre 20 times to reach as many people as Classical FM 91.5 does in one day.
Teaching a child their ABC’s, informing residents about the dangers of lead paint, providing a forum for people dealing with Alzheimer’s, affirming the abilities of the disabled -- WXXI reaches out to its community in ways that go beyond broadcasting. Collectively our programs, services and outreach initiatives make a profound impact on the lives of those in our community.

WXXI is a safe haven for young viewers. We are Reachout Radio, a 24-hour reading radio service made possible through a partnership with ABVI-Goodwill. Through descriptive video and closed captioning, WXXI is the eyes and ears of our audience with special needs. We are Sesame Street. We are Speaking of Women’s Health. We are the Voice of the Voter. We are By the People. WXXI is 1370 Connection. We are diverse programs that uncover stories and address concerns. We are Second Opinion. WXXI is Dialogue on Disability.

Partnerships, those connections we can make with groups and organizations in Rochester are what sets us apart. Whether it’s cultural partnerships with the RPO or Geva Theatre, educational partnerships with the U of R or RIT or citizenship partnerships with the Democrat and Chronicle or the Rochester Downtown Development Corporation, WXXI can help extend the reach, scope and hopes of these organizations. The launch of Community Rochester, a new community-based television service, will now allow even more of these mission-similar voices to be heard in ways they couldn’t imagine.

We reach out to our community in so many ways. This reach does not discriminate. It has no financial boundaries. It doesn’t judge. It has no age requirement. Our programs and services are yours for the taking. And, at the end of the day, if we can look back and see that we’ve informed, educated, inspired the people in our community, then we’ve done our job.

A Frontier Field sell-out equals the number of children watching WXXI’s kids’ shows each day.

Be more invested
How do you make a moment in time stand still? We capture it with our cameras. Over the years we’ve captured dozens of Rochester stories – the history of the Erie Canal, the life of Ely Parker, the work of Susan B. Anthony, the correspondences between soldiers and their families. *Invented Here, Echoes from the Ancients, Remember When, Stories from the Crescent* – these WXXI-produced documentaries record our history and keep memories alive. And as the presenting station of *July ’64* we stirred up those memories. That landmark program marked the 40th anniversary of Rochester’s race riots which changed the landscape -- and the mindset -- of the city forever.

People turn to WXXI to learn more about the past, but also to learn more about the happenings of today and in the future. National and local reporting on WXXI Radio News (AM 1370, WRUR-FM 88.5 and WJSL 90.3) keeps listeners in tune with history in the making. WXXI-TV’s flagship news and public affairs program, *Need to Know*, gives viewers an in-depth look at issues of community concern -- an effort no other local station matches. WXXI also makes its own history. We were the first station in the region to have a fully equipped color television production truck (1974) and the first station in Rochester to utilize satellite transmission (1978). We were the first to install a satellite uplink in Rochester (1996) and still the only station to widely offer the service. We were the first station in Rochester to launch a full-powered digital television signal (2003) and as digital radio begins to evolve, you can be sure that WXXI will be on the forefront of that technology as well.

We are proud to be able to offer a glimpse into what Rochester was and what it strives to be.

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**Four times as many people watched The Civil War on PBS than fought in the Civil War.**

**Be more informed**
More WXXI. Can you really have enough? We hope not. We’re constantly looking for ways to engage our community and help others do the same. In addition to our cultural partners, we have strong ties with businesses in the community. In 2003, AM 1370 formed a partnership with the University of Rochester’s WRUR-FM in an effort to strengthen the service of both non-commercial stations. Today, select local and NPR programming is simulcast on WRUR-FM 88.5, giving AM 1370 a clear FM signal and the students a chance to learn radio production. WXXI also partners with the City of Rochester. WXXI-TV manages City 12, the city’s own television channel dedicated to providing city residents with information vital to their daily living.

What does the future hold for WXXI? More great productions like Second Opinion, a national medical series that launched nationally in 2004, and local spotlights like Let’s Do Business and Great Homes of Canandaigua Lake. The future will bring expanded educational services which will include new adult education support services for educators; datacasting – which will allow WXXI-DTV viewers to download data on programs they’re watching; plus our digital signal is already proving to be invaluable for Homeland Security and emergency response training. And, in the future, we will look to digital radio to offer us the same possibilities over the air.

How will WXXI continue to strengthen our community in the years ahead? The high standards that you expect will be expanded and enhanced, making WXXI an even more powerful source of information and inspiration. We’ll achieve this by keeping in mind the needs of our community. We’ll continue to utilize digital broadcasting to expand programming for children and adult learners. And you can count on WXXI to continue partnering with other cultural and educational institutions to help them – and our community – be even more successful.

WXXI is a library brimming with information waiting to be discovered. It is a classroom, a concert hall, a museum, a theatre, a stage. WXXI is your family, your friend, your neighbor. WXXI is Rochester.
A PBS member station, WXXI-TV features trusted children’s shows, public affairs, science, nature and local productions. WXXI entered the Digital Television era in September of 2003 with Rochester’s first full-power digital television signal. It includes:  

**WXXI-HD (DT 21.1 / Digital Cable 1011)** A full-time, full power High Definition (HDTV) channel.  

**WXXI-Kids (DT 21.2 / Digital Cable 524)** A 24-hour non-commercial children’s programming channel.  

**WXXI-Q (DT 21.3 / Digital Cable 433)** An adult education and enrichment channel.  

**WXXI-DTV (DT 21.4)** A digital version of our WXXI-TV analog programming.  

**City12 (Time Warner Cable 12)**  

WXXI-TV and the City of Rochester provide city residents with 14 hours a day of targeted, informative and entertaining programming.  

**WXXI On-Demand (Digital Cable 111)** Partnering with Time Warner Cable, WXXI provides a large selection of locally produced WXXI programs available at any time on Rochester On-Demand.  

- **WXXI-AM 1370** As an NPR member station, AM 1370 specializes in news and public affairs programming including community-based talk shows.  

**WXXI-FM 91.5** WXXI-FM broadcasts classical music plus specialty programs such as *A Prairie Home Companion* and *Fascinatin’ Rhythm*.  

**WJSL-FM 90.3** WJSL provides a mixed service of NPR and classical music.  

**WRUR-FM 88.5** In a partnership with the University of Rochester WXXI adds NPR news to WRUR’s eclectic music programming.  

**Reachout Radio** Reachout Radio is a reading service providing access to print materials to those with visual or physical impairments.  

As one of Rochester’s last locally-owned and operated broadcasters, WXXI strives to be responsive to our community questions and concerns. Whether you call, write, e-mail or visit, you’ll be sure to meet people who are as active and invested in our community as yourself. It’s a responsibility we take pride in and we continually strive to be more accessible. So please feel free to contact us by any method listed on the right or visit our comprehensive website at: wxxi.org.
More than anything else, WXXI is brought to you by the letter “M”: its Members. It is membership support that keeps WXXI strong in our community. It is the collective belief of a group nearly 30,000 strong that Rochester is a better place to live because of WXXI. They are your neighbors, your co-workers and your family. They are Rochester. They became members because they felt Rochester needed a fair and balanced local voice. They felt Rochester needed safe, trusted and intelligent programming. On a cultural, educational and inspirational level, they felt that investing in WXXI was investing in their community.

If you feel the same way, please fill out the attached card and become not only a member of WXXI, but a member of your community.

With your valued support we can continue to help serve the Greater Rochester Area. Please take the time to carefully fill out the information below. Once you’ve done so, detach this card, fold it in half and tape it shut. If you are enclosing a check, make sure that all three sides are taped securely. Then affix a stamp and just drop it in a mailbox. You’ll soon receive information welcoming you to all the benefits of membership in WXXI. If you prefer, you can become a member by visiting our secure web site anytime at wxxi.org or during business hours, by calling our Audience Services Hotline at (585)258-0200.

Here’s my gift to help keep WXXI strong in Rochester:

☐ $120-249 Director  ☐ $1000+ Associate  ☐ $750-999 Executive
☐ $500-749 Patron  ☐ $250-499 Producer  ☐ $75-119 Family
☐ $50-74 Individual  ☐ $30-74 Senior/Student  ☐ $_____ Other

☐ My check is enclosed  Amount of pledge:___________
☐ Please charge my: ☐ AMEX  ☐ VISA  ☐ MASTERCARD  ☐ DISCOVER
Account Number: ______________________________________
Expiration Date: _______________
Signature   ________________________

Name: _________________________________________________________
Address: _______________________________________________________ Apt. # _______
City: ___________________________ State: _____ ZIP Code _____________
Phone: (______)_________________ e-mail: ____________________________

☐ I would like more information about including WXXI in my estate planning.
Be a part of WXXI by becoming a member today. Not only do you help keep WXXI an essential, educational, media resource, your membership (of $120 or higher) also awards you the MemberCard.

Enjoy 2-for-1 savings at over 75 area restaurants, reduced rates at over 30 regional Bed & Breakfasts, plus discounts at company outlet stores with the MemberCard. It all starts with your membership. Just detach this card and complete the required information. Then enjoy knowing that because of your support a child is ready for school, a citizen casts an educational vote, Rochester's history is not forgotten, and a GED-bearing adult lands a better job. The rewards are many. Experience them all. Join today.

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Helping Rochester Be More

TV21 | DTV | AM 1370 | FM 91.5/90.3 | REACHOUT RADIO | EDUCATION | WXXI.ORG