



Member Certification Form

PBS Membership Station Membership Certification and Agreement

FY 2024 (July 1, 2023 - June 30, 2024)

Status	Approved
First and Last Name	Marta Bechtol
Email Address	marta.bechtoll@ecb.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 its principal place of business at 2100 Crystal Drive, Arlington, Virginia, 22202, (“PBS”) and PBS Wisconsin (ECB) (“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 2024 as set forth below:

I. Member Organization and Station Information

Station Call Letters (or State Network)	Wisconsin State Network
Licensee Organization (as listed on FCC license):	Wisconsin Educational Communications Board

Operating Organization (if different)	N/A
License Type	State
Organization Address	3319 W Beltline Highway Madison, WI 53173

Transmitter Information

Please list call letters and city of license for each transmitter below:
WLEF-TV Park Falls, WI; WHWC-TV Menomonie-Eau Claire, WI; WHRM-TV Wausau, WI; WPNE-TV Green Bay, WI; WHLA-TV LaCrosse, WI; W16DU-D Bloomington, WI; W24CL-D Grantsburg, WI; W30DZ-D Fence, WI; W29ET-D Coloma, WI; W17DZ-D Sister Bay, WI; W19EN-D River Falls, WI

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

Digital Services

Please provide below the name and general description of each of your station's multicast channels. You should identify but do not need to provide a description of nationally packaged channels like PBS KIDS 24/7 Channel, World, Create, FNX, V-me.

Channel 1	PBS Wisconsin
Channel 2	The Wisconsin Channel
Channel 3	Create
Channel 4	PBS Kids
Channel 5	

Primary PBS Channel	Channel 1
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Cable / Satellite / FiOS / Internet / Other

Please describe any additional services your station is providing via Cable, Satellite, FiOS, Mobile, the Internet. (e.g., an education channel on cable.)

Additional Services
None

Additional FCC Licenses
None

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	Marta S Bechtol
Job Title	Executive Director
Mailing Address	3319 W Beltline Highway
Email Address	marta.bechtol@ecb.org
Phone Number	(608) 264-9733

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

Lay Representative 1

Name	James Zylstra
Job Title	Executive Vice President, Wisconsin Technical College System
Mailing Address	4622 University Ave. P.O. Box 7874 Madison, WI 53707
Email Address	james.zylstra@wtcsystem.edu
Phone Number	(608) 266-1739

Lay Representative 2

Name	Alyssa Kenney
Job Title	State Broadband and Digital Equity Director
Mailing Address	Public Service Commission, 4822 Madison Yards Way, Madison, WI 53705
Email Address	alyssa.kenney@wisconsin.gov
Phone Number	(608) 267-9138

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
- Benefits and Obligations of PBS Membership
- PBS Membership Eligibility Criteria and Requirements
- Terms and Conditions for Use of PBS Content
- Policy Governing PBS Program Differentiation Plan
- PBS Common Carriage Guidelines
- PBS Fundraising Programming (PFP)
- PBS Guidelines for At-Risk and Unserved Areas
- Policy Governing Use of the Passport Service
- Policy Governing Use of PBS KIDS 24/7 Multicast Channel and Related Services
- Policy Governing Use of PBS Content in Member Station and Third-Party Products and Services
- Criteria for Evaluation of Sister Station Eligibility for Separate PBS Membership
- Prerelease Guidelines for PBS Programs
- PBS Policy on Member Station Accounts Receivable

I acknowledge that the Membership Rules are available to the Member Organization for review for review (at <https://hub.pbs.org/managing-your-station/pbs-policies-by-laws>) and that it is the Member Organization’s responsibility to be aware of all current Membership Rules 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	Marta Bechtol
Title	Executive Director
Date	06/12/2023

If you have any questions about this certification, please contact Thomas Crockett
(tcrockett@pbs.org).
