

WXEL Public Broadcasting Corporation
WXEL-TV, West Palm Beach, FL (Fac. ID No. 61084)
FCC Form 315, Exhibit 6

The instant application requests Commission consent to the transfer of control of WXEL Public Broadcasting Corporation (WXEL), licensee of public television Station WXEL-TV, West Palm Beach, Florida, to Community Television Foundation of South Florida, Inc. (CTF), licensee of public Station WPBT, Miami, Florida, pursuant to an Agreement and Plan of Merger between the parties that will ultimately result in the merger of WXEL into CTF as the surviving entity.

Following decades as independent licensees serving the Miami and West Palm Beach markets, WXEL and CTF have determined that a merger would serve the public interest in continuing and enhanced public television service to the South Florida region. Under the plan of merger, following FCC approval, WXEL will merged into CTF, which shall be renamed South Florida PBS, Inc. All of the directors of WXEL will initially join the CTF board, and select officers of WXEL will join CTF as employees or consultants; in this manner, the governance of the merged entity will be broadly representative of the area, and the culture and histories of each station will be preserved while the merged entity recognizes operational efficiencies vital to a vibrant and responsive public television service in the region. Attached is the current WXEL roster of officers and directors that will join CTF; that roster is representative of a broad cross section of the community of West Palm Beach and its environs.

WXEL-TV has served the children, families, cultural and educational organizations of south Florida for more than thirty years. It has been an integral, reliable, essential part of the lives of millions of people of different ethnic backgrounds, races, beliefs and economic strata. Similarly, WPBT has provided cardinal national and local programming serving the Miami area for well over 40 years.

In part due to rapidly changing technologies, the instant merger proposal presents a unique opportunity to build a stronger public television service that can provide greater diversity of programming service to the Miami and West Palm Beach viewing areas. The merged entity will be able to provide a vibrant and largely unduplicated PBS national service complemented by locally produced programming targeting the respective viewing areas of WXEL-TV and WPBT. Its content philosophy is consistent with the goal of creating enhanced, differentiated services to South Florida. This goal will be accomplished by:

- Non-duplication/time-shifting of PBS prime-time lineup
- Using all available broadcast and Internet channels, and any other available distribution technology
- Matching content service with the most appropriate distribution technology
- Genre-shifting strategy to feature the best of PBS
- Maximizing the diversity of offerings based on community needs and interests, utilizing audience-based research

- New, unique acquisitions, including more local production
- Sub channel strategies that focus on high performing programs, community need, and philanthropic viability

Both stations plan to continue producing their current local program fare and expect that the synergies of joint operation will enable the production of additional local programming responsive to community problems, needs and interests. By not offering the same schedule on the same nights, the South Florida audience has more choices for quality public broadcasting content. Viewers will have multiple opportunities to watch the highest-rated programs as well as existing and new locally-produced programming. In addition, the parties are considering channel-sharing opportunities that would provide financial stability insuring the continuation and enhancement of service for the foreseeable future.

For all of these reasons, approval of the instant application would well serve the public interest.

ATTACHMENT

WXEL BOARD MEMBERS AND OFFICERS

<u>Name/Address</u>	<u>Office</u>	<u>Profession</u>
Marta Batmasian Boca Raton, FL	Director	Real Estate Investment
Jorge A. Braithwaite Weston, FL	Director	International Business Consultant
Thomasina Caporella Plantation, FL	Director	Philanthropist
Judith M. Garcia, Ed.D. Lake Worth, FL	Director	Retired Educator
Kenneth A. Gordon, J.D. Ft. Lauderdale, FL	Director	Attorney
Bernard E. Henneberg Weston, FL	Treasurer	CEO/Manager, WXEL
Pat Hellyer Boynton Beach, FL	Secretary	Office/HR Manager, WXEL
John Howard, Sr. West Palm Beach, FL	Director	Retired
David L. Jaffe, Ph.D Boca Raton, FL	Chairman, Exec. Committee Of Bd. Of Trustees	College Dean
W. Dale Kahle West Palm Beach, FL	Director	V.P., BB&T Bank
Michael Kessler Palm Beach, FL	Director	Philanthropist
Ellen Liman Palm Beach, FL	Director	Owner, Liman Gallery
James Patterson Palm Beach, FL	Vice Chair	Author, Literacy Advocate

Dr. Nicholas Perricone
Palm Beach, FL

Director

Dermatologist

Bill Scott
Boca Raton, FL

Vice President

Executive Vice President, WXEL

Donald Sussman
Boynton Beach, FL

Director

President, WXEL

Debra M. Tornaben
Jupiter Island, FL

Director

VP - Development, WXEL

Ashley Tullos Tripp
Wellington, FL

Director

VP, Tripp Electric Motors