The Milwaukee Area Technical College District Board, licensee of Public Television Stations, WMVS, Channel 10 and WMVT, Channel 36, delegates to the President as the executive director the responsibility for administering the policies of the board relative to the two stations' development, programming, and operation in compliance with the rules and regulations of the Federal Communications Commission (FCC).

The following policies (executed by the executive director) shall govern the operations of Channels 10/36 (WMVS) and (WMVT):

I. Personnel Practices

   Stations WMVS/WMVT shall follow fair employment practices in hiring their staff, as related to the FCC Regulations, and will conduct such practices in accordance with policies set forth by the Milwaukee Area Technical College District Board.

II. Non-commercial nature of the Television Stations

   WMVS/WMVT shall conform to the FCC Rules and Regulations regarding the non-commercial nature of their broadcasts.

   A. No television program will be broadcast on WMVS or WMVT that contains messages whose intent is to sell goods, products, services or other commodities.

   B. Stations WMVS/WMVT will not broadcast messages intended to sell goods, services, or commodities, either within the content of a program, adjacent to their programs, or as spot announcements during, preceding, or following station identifications.
C. There will be the following exceptions:

1. The television stations will be permitted to broadcast a television auction on their behalf, during which FCC Rules governing TV auctions on non-commercial television stations will be followed.

2. Occasional use of the stations' air time is permitted for membership announcements, whose proceeds will be used for the benefits of Milwaukee Public Television.

3. The products and services of government and not-for-profit organizations may be represented in a commercial format.

D. The FCC places limits on the stations in selling broadcast time to government and non-profit organizations. The stations are permitted to recover the costs of production and broadcast as well as the added value of market exposure. The stations use a "cost plus" reimbursement schedule when billing for these services.

III. Local Programming

A. Instructional Television Programs

Recognizing the vital importance of television as a teaching and communications tool, WMVS and WMVT will foster, assist in developing, produce, and broadcast instructional television series and programs aimed at improvement of teaching in the school classrooms in the coverage area served. The stations' facilities will be available to qualified community public and private educational institutions for such programming to meet specific educational needs of the community.

B. Community interest programming covering a side range of program content will be produced by the Public Television stations in cooperation with community educational, cultural, governmental, and other legitimate public agencies.

1. In producing local programming, management of the stations will arrange with community agencies the extent to which each will bear incurred costs and share production responsibilities and rights to the finished product.
2. Television Program Underwriting

a. Stations WMVS/WMVT may seek patrons or "underwriters" for local program series, or for series produced elsewhere for which there is a rental usage fee, observing FCC Rules and Regulations applicable to non-commercial stations regarding underwriting.

b. Underwriters will be requested to bear fully or in part the sorts of production, filming, video taping, and promoting the TV series, or program, in exchange for appropriate credit at beginning and closing of the programs as set forth in FCC Regulations.

c. Program underwriters will be selected carefully to avoid association between program and underwriter, which could result in conflict of interest, or too close relationship between program matter and the underwriter’s product, business, or special professional or personal interest.

d. Sources of funds must be disclosed, and underwriters will have no control over program content.

C. Public Affairs Programming

WMVS/WMVT will produce local television programs dealing with problems and issues arising in the community.

1. Stations will carefully observe principles set forth in the FCC Fairness Doctrine in carrying out their programming.

2. Stations will present a balanced program schedule related to public affairs programs, issues and problems explored, and points of view expressed. The principle of providing "reasonable access" for all points of view to be expressed shall be practiced.
3. The stations will observe Section 315 of the FCC Rules and Regulations regarding locally produced and network originated political broadcasts.

4. WMVS/WMVT are not to be used to advance the personal political goals of political office holders. Public officials will be afforded an opportunity to use the stations for full explanation of policy of their offices and relevant community issues. Usage of the station must relate to the public interest and its needs, rather than to those of the individual providing the program.

IV. Network Programming and Affiliation

Stations WMVS/WMVT shall provide the community with national, regional, and state network program services. The stations will make necessary affiliation arrangements, with licensing board approval, to provide this service. The executive director will work in support and development of viable network program service on the board's behalf. Stations WMVS/WMVT will provide locally produced programming to these network services as may be required, within stations' production capabilities, consistent with their mission and goals.