



POLICY

Title: MILWAUKEE PBS MISSION STATEMENT	Code: I0101
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WMVS-TV, Channel 10, and WMVT-TV, Channel 36 (hereinafter Milwaukee PBS), are nonprofit, public, and educational television stations, established to serve, inform, educate, and improve the quality of life of the people in the eleven counties of southeastern Wisconsin with exceptional quality television programming. The Federal Communications Commission has entrusted the district board of the Milwaukee Area Technical College to operate the stations in the public interest, necessity, and convenience.

Milwaukee PBS provides telecommunications services supported by a unique public/private funding partnership. MATC has established that the mission of Milwaukee PBS is to:

- a. Present the program schedule of the Public Broadcasting Service supplemented with acquisitions of other program suppliers.
- b. Produce educational, cultural, and informational programs which meet the ascertained needs and interests of our viewers or which enhance the public service interests of the college, the community, and area institutions.
- c. Supplement program production with outreach activities which provide a catalyst for community action on pressing social and educational issues.
- d. Experiment with innovative applications of new technology that will expand station and college services either qualitatively or quantitatively.

Milwaukee PBS is committed to providing access to its services through close cooperation with all other educational institutions, the private and public sectors, labor, and community-based organizations that serve viewers in our service area.

Milwaukee PBS will maintain an institutional climate which fosters employee initiative and responsibility, which promotes student welfare, which facilitates and encourages professional development and multicultural understanding, which develops a workforce representative of the viewers in our service area, and which creates public appreciation of the quality of public television and its value to the community.