Title: WMVS/WMVT AD HOC COMMUNITY ADVISORY BOARD

Authority: Section 396(k)(8) of the Communications Act of 1934 (as amended); Certification Requirements for Corporation for Public Broadcasting Station Grant Recipients, 7/16/98; MATC Board Minutes, 10/21/98; 11/17/98; 5/26/99; 1/27/04; 9/25/07

Original Adoption: 5/25/99
Revised/Reviewed: 9/25/07
Effective: 9/26/07

The Milwaukee Area Technical College board recognizes that the service area of WMVS/WMVT Television exceeds the geographic boundaries of the MATC district.

The MATC Board also recognizes that many avenues exist from which to obtain feedback and input regarding the stations' programming and policies including the MATC Board, the Public Television Committee of the MATC Board, the Channel 10/36 Friends Board (fundraising), the Television and Video Advisory Board (student productions), the Educational Communications Board (K-12 programming which airs on MPTV), and two program advisory panels that meet when issues arise (ADELANTE and BLACK NOUVEAU). Additionally, the stations subscribe to ratings services (e.g., Nielsen) that help to inform them of viewer needs and practices, participate in a semi-annual ascertainment of community issues, and maintain a viewer comment line and a volunteer-staffed Viewer Services area.

In an effort to assure that the citizens of Southeastern Wisconsin have adequate input into the stations' programming goals, the services provided, and significant policy decisions, the MATC Board voluntarily establishes an ad hoc Community Advisory Board (CAB) to be called upon whenever the concern arises that additional input is desired regarding programming or policies for the Public Television Stations. This Ad Hoc CAB is to be modeled after Federal Communications Commission law and Corporation for Public Broadcasting requirements for "community licensees." The Ad Hoc CAB will be called to action by the PTV Committee of the MATC Board, will serve for the limited purpose defined by the PTV Committee, and will be of limited duration.

Nature of the Ad Hoc CAB:

1. The role of the Ad Hoc CAB shall be solely advisory in nature.
2. The Ad Hoc CAB must be distinct from and independent of the governing body.
3. The Ad Hoc CAB may review programming goals established by the station.
4. The Ad Hoc CAB may review service provided by the stations.
5. The Ad Hoc CAB may review significant policy decisions affecting the stations.

6. The Ad Hoc CAB may advise the governing board of the station whether the programming and other practices of the station are meeting the specialized educational and cultural needs of the communities served by the station, as determined by the Ad Hoc CAB. The Ad Hoc CAB may make recommendations to the governing board to meet those specialized needs.

7. In no case shall the Ad Hoc CAB have any authority to exercise any control over the daily management or operations of the stations.

Relationship of the Ad Hoc CAB to the Governing Board of the Station:

1. The Ad Hoc CAB shall be selected by the MATC Public Television Committee and be made up of seven members from the MATC District, one member from each of the nine additional counties in the WMVS/WMVT grade B coverage area, and the president/designee. The manager of Stations WMVS/WMVT will serve as a technical resource to the Ad Hoc CAB. The Ad Hoc CAB shall also reflect the ethnic and gender makeup of the service area. Terms for board membership shall be determined by the PTV Committee and shall be consistent with the limited purpose and duration for which the Ad Hoc CAB is called to action. Membership will be inclusive of traditionally underserved populations.

2. The Ad Hoc CAB shall report to the Public Television Committee of the MATC Board. Reports and discussion will be placed on the agenda as determined by the Chair of the PTV Committee during the regularly scheduled meetings of the PTV committee and reported to the full MATC Board as part of the committee minutes.

3. The Ad Hoc CAB shall establish and follow its own schedule and agenda. Meetings will be open to the public and properly noticed.

4. The Ad Hoc CAB shall select from its membership a Chair, Vice-Chair, and Secretary.

5. The Ad Hoc CAB meetings shall be facilitated by the Program Directors of WMVS and WMVT Television.

The law segregates the management and the operational functions of the governing board from the Ad Hoc CAB’s functions to assure a clear demarcation between the governing board and the advisory board. The Ad Hoc CAB is to be an effective way for
the public to participate in the planning and decision-making of the station. The recommendations of the Ad Hoc CAB can be taken into account in the formation of policy by the governing board for the operation of the stations.