Channels 10/36 shall not air public service announcements unless they directly or indirectly benefit the stations.

There are a few exceptions to this policy.

1. PSAs directly coupled with a scheduled program or project. (Examples: THE CHEMICAL PEOPLE PSAs directed viewers to treatment centers. The public library PSA runs after READING RAINBOW in connection with the Vacation Video project.)

2. PSAs for the licensee. (Example: MATC runs registration spots for fall and winter semesters.)

3. PSAs for various fundraisers benefiting Channels 10/36.

The above exceptions all support the college and/or station mission and provide a benefit either directly or indirectly to the stations.