



POLICY

Title: PROTECTION OF WMVS/WMVT MEMBERSHIP LISTS	Code: 10501
Authority: Corporation for Public Broadcasting Directive dated July 30, 1999; Wis. Stats. § 38.12(7); MATC District Board Policy I0102, MATC Board Oversight and Financial Support of WMVS/WMVT Services	Original Adoption: 10/26/99 Revised/Reviewed: Effective: 10/27/99

Background

The Corporation for Public Broadcasting (CPB) has informed public television stations of the steps they now must take to control the mailing lists of donors and subscribers, to protect their subscribers' privacy, and to guarantee that no membership lists will be exchanged with or rented to political campaigns or committees. Stations must have policies in place before they can receive CPB funding.

Under the new guidelines, CPB established new compliance criteria regarding control, privacy, limits of use, and record keeping of membership lists.

Policy

MATC as licensee for Channel's 10 & 36 shall not engage in the exchange, rental, or sale of donor or member names to, from or with any candidate for public office, committees or organizations supporting a candidate, political parties, or organizations that solicit funds for use in political campaigns.

Channels 10 & 36 station management, on behalf of MATC shall maintain complete and accurate records of the use of membership lists by which it may be assured that MATC is in compliance with all applicable laws and regulations of the Federal government, and the eligibility requirements for public telecommunications entities as established by the CPB.

MATC shall meet the following compliance requirements of CPB.

1. Definitions

- a. Candidate: means an individual who seeks nomination for election, or election to Federal, State, and Local office.
- b. Authorized committee: means the principal campaign committee of a candidate for public office.



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- c. Political party: means an association, committee, or organization which nominates a candidate for election to any office whose name appears on the elections ballot as the candidate of such association, committee, or organization.

2. Requirements

- a. Annually certify to CPB continued compliance with the laws and regulations of the Internal Revenue Service, and with all other applicable Federal law or regulations governing political activity and lobbying in effect at the time of certification.
- b. Not sell, rent, lease, loan, trade, give, donate, transfer or exchange membership or donor names to, with or from any candidate for public office, committees or organizations supporting a candidate, political parties, or organizations that solicit funds for use in political campaigns for any purpose whatsoever.
- c. Maintain active control of membership and donor lists, and take all appropriate measures to ensure against unauthorized use of such lists including requiring any third party, including but not limited to list brokers, mail-list management organizations, Friends organizations, fundraising organizations, or advertising or public relations agencies to abide by these compliance requirements.
- d. Periodically inform members/donors of any potential for sale, rental, lease, loan, trade, gift, donation, transfer, or exchange of their names; and offer a means by which the names may be suppressed upon request; and suppress names as requested.
- e. Maintain complete and accurate records of all uses of membership and donor lists for fundraising purposes, and furnish such records on request.

3. Documentation

- a. The MATC District Board directs Channels 10 & 36 station management to develop documentation indicating the manner of compliance with requirements.
- b. Documentation shall be kept and made available to CPB, upon request, to determine the fact and extent of compliance. The documentation shall also be made available to auditors who may be making periodic audits of a station.

4. MATC shall be in compliance with IRS requirements.