



## POLICY

Title: MILWAUKEE PBS	Code: 10100
Authority: Sections 399(a)(b)(c) of the Communications Act of 1934 as Amended; Public Broadcasting Act of 1981; FCC 2 <sup>nd</sup> Report and Order - BC Docket #21136 86 FCC 2d 141 (1981); FCC Reconsideration Decision of 1982; FCC Memorandum Opinion and Order - BC Docket #21136 97 FCC 2d 255 (1984) - Reconsideration II; Board Minutes, 10/9/52; 10/24/95; 11/27/12; 12/18/18	Original Adoption: 10/9/52 Revised/Reviewed: 10/26/18 Effective: 12/18/18

The Milwaukee Area Technical College District Board, licensee of Milwaukee PBS, WMVS, Channel 10 and WMVT, Channel 36 (hereinafter referred to as Milwaukee PBS), 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 Milwaukee PBS:

I. Personnel Practices

Milwaukee PBS 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 Milwaukee PBS shall conform to the FCC Rules and Regulations regarding the non-commercial nature of their broadcasts.

- A. No television program will be broadcast on Milwaukee PBS that contains messages whose intent is to sell goods, products, services or other commodities.
- B. Stations Milwaukee PBS 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:



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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 PBS.
  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, Milwaukee PBS 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.

#### B. Community interest programming covering a wide range of program content will be produced by Milwaukee PBS.

##### 1. Television Program Underwriting

- a. Stations Milwaukee PBS 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, videotaping, and



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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

Milwaukee PBS will produce local television programs dealing with problems and issues arising in the community.

- 1. 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. Milwaukee PBS are not to be used to advance the personal political goals of political office holders.

IV. Network Programming and Affiliation

Stations Milwaukee PBS 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 Milwaukee PBS will provide locally



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produced programming to these network services as may be required, within stations' production capabilities, consistent with their mission and goals.