



POLICY

Title: PUBLIC SERVICE ANNOUNCEMENTS (PSAs)	Code: I0410
Authority: Board Minutes, 12/16/91; 11/27/12; 12/18/18	Original Adoption: 12/16/91 Revised/Reviewed: 10/26/18 Effective: 12/18/18

Milwaukee PBS 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.
2. PSAs for the licensee (Example: MATC runs registration spots for fall and winter semesters).
3. PSAs for various fundraisers benefiting Milwaukee PBS.

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