



POLICY

Title: MILWAUKEE PBS CONTRACT, CO-PRODUCTION, AND SHARED PURCHASE AGREEMENTS	Code: 10601
Authority: Board Minutes, 2/17/92; 3/27/01; 12/18/18 See also: MATC District Board Policies, B0301, Contracts for Services; B0502, Goods and Services: MATC's Relationship with the Private Sector	Original Adoption: 2/17/92 Revised/Reviewed: 10/26/18 Effective: 12/18/18

The MATC District Board recognizes that Milwaukee PBS productions serve local as well as state, national, and international audiences. The district board also recognizes that certain opportunities and efficiencies may be obtained by entering into co-production or contract agreements. The district board further recognizes that certain economies can be achieved through the shared or group purchase of television programs. The sharing of resources with or providing services to other television stations or production facilities, independent program producers, or corporate clients will comply with MATC Policies B0301, Contracts for Services, and B0502, Goods and Services: MATC's Relationship with the Private Sector.

The MATC District Board recognizes that co-production agreements with other stations, telecommunications organizations, and independent producers afford Milwaukee PBS unique opportunities to offer viewers diverse programming that might not otherwise be produced.

The board further recognizes that co-production partnerships may involve the designation of Milwaukee PBS, or the MATC Foundation, as the recipient of, fiduciary agent for, or disburser of underwriting dollars for program production and auxiliary educational, promotional, and outreach materials.

In evaluating co-production agreements, WMVS/WMVT-TV management will consider criteria including:

- How the project relates to the stations' mission;
- How the project adds to the diversity of viewpoints expressed on our airwaves and in the community;
- How the project addresses ascertained needs of the community;
- How well the project engages, educates, or informs the audience;
- Whether the financial arrangements are sufficient to ensure the project's success.



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When station management determines it will proceed with a co-production agreement, a letter of understanding will be drawn up between the station and co-producing entity or entities that includes: intended broadcast plans, administration of funds, arrangements to seek and accept underwriting funds, payment schedules, reporting requirements, project parameters, insurance requirements, deadlines, and any ancillary agreements.

In all co-production agreements, the stations will reserve the rights to: approve content; direct editing to ensure accuracy, fairness, good taste, and compliance with FCC, PBS, and Milwaukee PBS guidelines; and to decide whether or not to broadcast the finished product.

Milwaukee PBS will typically retain a minimum negotiated administrative fee of 10-15 percent. The stations may provide in-kind services or retain a portion of the grant as reimbursement for services. The stations are also eligible to claim grant dollars that pass through its accounts as non-federal financial support and to receive Corporation for Public Broadcasting Community Service Grants based on a matching formula.