



**ADMINISTRATIVE REGULATION  
AND PROCEDURE**

---

Title: PLACEMENT OF MATC IMAGE RECRUITMENT  
PROMOTIONAL SPOTS ON WMVS/WMVT

Code: 110700

Policy Reference: D0300

---

In an effort to maximize the potential audience for and facilitate scheduling of MATC-prepared promotional spots to be run on WMVS/WMVT, requests should:

1. Be made one month in advance of first air.
2. Identify target audience.
3. Define duration of campaign.
4. Comply with the technical standards of the station.
5. Comply with PBS and FCC regulations on standards/content/message.

Requests should be made through the office of the vice president and general manager, 297-7661.

Office of Responsibility: WMVS/WMVT-TV Station Management  
Last review on June 8, 2021