



## POLICY

Title: MILWAUKEE PBS AD HOC COMMUNITY ADVISORY BOARD	Code: I0201
Authority: Section 396(k)(8) of the Communications Act of 1934 (as amended); Certification Requirements for Corporation for Public Broadcasting Station Grant Recipients, 7/16/98; MATC Board Minutes, 10/21/98; 11/17/98; 5/26/99; 1/27/04; 12/18/18	Original Adoption: 5/25/99 Revised/Reviewed: 10/26/18 Effective: 12/18/18

The Milwaukee Area Technical College board recognizes that the service area of Milwaukee PBS exceeds the geographic boundaries of the MATC district.

The MATC Board also recognizes that many avenues exist from which to obtain feedback and input regarding the stations' programming and policies including the MATC Board, the Television and Video Advisory Board (student productions). Additionally, the stations subscribe to ratings services (e.g., Nielsen) that help to inform them of viewer needs and practices, participate in a semi-annual ascertainment of community issues, and maintain a viewer comment line and a volunteer-staffed Viewer Services area.

In an effort to assure that the citizens of Southeastern Wisconsin have adequate input into the stations' programming goals, the services provided, and significant policy decisions, the MATC Board voluntarily (although not required by FCC rules) establishes an ad hoc Community Advisory Board (CAB) to be called upon whenever the concern arises that additional input is desired regarding programming or policies for Milwaukee PBS. This Ad Hoc CAB is to be modeled after Federal Communications Commission law and Corporation for Public Broadcasting requirements for "community licensees." The Ad Hoc CAB will be called to action by the MATC Board, will serve for the limited time and purpose as determined by the MATC Board.

If convened, the nature of the CAB will be as follows:

1. The role of the Ad Hoc CAB shall be solely advisory in nature.
2. The Ad Hoc CAB must be distinct from and independent of the governing body.



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3. The Ad Hoc CAB may review programming goals established by the station.
4. The Ad Hoc CAB may review service provided by the stations.
5. The Ad Hoc CAB may review significant policy decisions affecting the stations.
6. The Ad Hoc CAB may advise the governing board of the station whether the programming and other practices of the station are meeting the specialized educational and cultural needs of the communities served by the station, as determined by the Ad Hoc CAB. The Ad Hoc CAB may make recommendations to the governing board to meet those specialized needs.
7. In no case shall the Ad Hoc CAB have any authority to exercise any control over the daily management or operations of the stations.

If convened the CAB will have the following relationship to the Governing Board of Milwaukee PBS:

1. The Ad Hoc CAB shall be selected by the MATC Board and be made up of seven members from the MATC District, one member from each of the nine additional counties in the Milwaukee PBS grade B coverage area, and the president/designee. The manager of Stations Milwaukee PBS will serve as a technical resource to the Ad Hoc CAB. The Ad Hoc CAB shall also reflect the ethnic and gender makeup of the service area. Terms for board membership shall be determined by the MATC board and shall be consistent with the limited purpose and duration for which the Ad Hoc CAB is called to action. Membership will be inclusive of traditionally underserved populations.
2. The Ad Hoc CAB shall report to the MATC Board. Reports and discussion will be placed on the agenda as determined by the MATC Board President during the regularly scheduled meetings of the MATC Board.
3. The Ad Hoc CAB shall adhere to applicable state law regarding meeting notices.



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4. The Ad Hoc CAB shall select from its membership a Chair, Vice-Chair, and Secretary.

The law segregates the management and the operational functions of the governing board from the Ad Hoc CAB's functions to assure a clear demarcation between the governing board and the advisory board. The Ad Hoc CAB is to be an effective way for the public to participate in the planning and decision-making of the station. The recommendations of the Ad Hoc CAB can be taken into account in the formation of policy by the governing board for the operation of the stations.