



**ADMINISTRATIVE REGULATION  
AND PROCEDURE**

Title: PLACEMENT OF MATC IMAGE RECRUITMENT PROMOTIONAL SPOTS ON WMVS/WMVT	Code: II0700
Policy Reference: A0111-A; D0300	

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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 general manager, 297-7661.

Office of Responsibility: WMVS/WMVT-TV Station Management