



ADMINISTRATIVE REGULATION AND PROCEDURE

Title: STANDARDIZED RATES FOR CHANNELS 10 & 36 PROGRAM TAPE (ONE ONLY) SALES (FOR PERSONAL USE ONLY)	Code: II0702
Policy Reference: N/A	

Channels 10 & 36 local broadcast programs in most cases are designated as "noncommercial" and are produced for the benefit of our local, regional, and national audiences. Requests for individual copies of local 10 & 36 programs are not normally granted or made available to the general public except in the following circumstances:

- by contractual agreement with an external person or organization who assisted with or appeared on the program, or
- by decision of the program executive producer, production manager, production director, or general manager.

In either case, Channels 10 & 36 must be reimbursed for the cost of the program material, duplicating time, and videotape costs. These costs can only be waived when an individual or organization has made significant contribution of their time, material, funds, or contractual agreement to the program in specific or the stations in general.

When permission is granted for a copy to be made, the person granting the request is obligated to clear the rights and royalties for a home video dub. ONLY HOME VIDEO VHS DUBS are released within this provision. The recipient of the dub must agree, in writing, that the program dub is for his/her personal use only.

Reimbursement of local program duplication for home personal use will be based on the current stations' cost of making the video copy. Costs as of 8/94, including VHS tape:

One 30:00 copy (D2 to VHS) is \$30

One 60:00 copy (D2 to VHS) is \$55

One 90:00 copy (D2 to VHS) is \$85

Payment must be received before release of program dub.

COMMERCIAL (ONE ONLY) TAPE SALES (one specific use only)

It is intended that Channels 10 & 36 local programming will not be used for commercial purposes outside of station marketing. When station management decides to release local program material for external commercial or non-MATC uses, the rate will be based on full cost recovery plus 10% reimbursement.



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The costs will be determined by the program executive producer and will be reimbursed at a minimum of \$100 per segment or program of 30 minutes or less. Costs more than this minimum will be approved by the station manager or administration.

Office of Responsibility: WMVS/WMVT-TV Station Management