

**ADMINISTRATIVE POLICIES OF THE
MILWAUKEE PUBLIC SCHOOLS**

**ADMINISTRATIVE POLICY 7.28
INSTRUCTIONAL TELEVISION**

The Milwaukee Public Schools operates a federally authorized television broadcasting station and FM radio station to help serve the educational and cultural needs of the schools and community. Recognizing its responsibilities as the licensee of these federally authorized stations, the Board sets forth the following policies for the operation of these facilities:

(1) IN-SCHOOL PROGRAMMING

In-school programming shall be designed to enhance the curriculum of the school system and improve student learning. The programming shall be of good quality, serving demonstrated student needs.

(2) INSERVICE EDUCATION PROGRAMMING

Inservice education shall be designed to improve the quality of the staff of the Milwaukee Public Schools. The programming shall be of good quality, serving demonstrated staff needs.

(3) ADMINISTRATIVE PROGRAMMING

Administrative programming shall be designed to improve staff communications and assist in the more effective operation of the school system. The programming shall be of good quality, serving demonstrated staff communication needs.

(4) COMMUNITY PROGRAMMING

Community programming shall be designed to provide opportunities for educational, informational, and cultural experiences for the community at large. The programming shall be responsive to the interests and needs of the diverse groups and individuals residing in the community. The programs shall be of good quality, serving demonstrated community needs. No programs shall be produced solely for the purpose of entertainment without regard for providing an opportunity to inform, educate, or enhance the cultural appreciation of the intended audience.

(5) PROGRAM DETERMINATION

The responsibility for determining the programs to be broadcast shall reside with the Board as the licensee, as set forth in the regulations of the Federal Communications Commission. The Board shall charge the superintendent with the administration of this activity and the administration of station policies.

(6) RELIGIOUS SECTARIANISM

There shall be no religious programming of a sectarian nature.

(7) COMMERCIALISM

There shall be no commercialism in any programs.

(8) OBSCENITY, PROFANITY, AND INDECENT LANGUAGE

There shall be no obscenity, profanity or indecent language in any program.

(9) CONTROVERSIAL ISSUES

Programs involving issues of controversy shall include all responsible points of view, giving adequate and fair treatment.

(10) EDITORIALIZING

The Board shall not use the station for editorializing on any subject.

(11) CABLE TV

The Board authorizes the Milwaukee Public Schools to participate on a permanent basis in the Milwaukee Consortium on Cable Television for Elementary and Secondary Schools as long as the Consortium is in operation.

History: Adopted 8-18-72; revised 9-4-73, 1-2-82, 2-22-95

Previous Coding: Admin. Policy IIBE, prior to May 1995; Admin. Policy 9.28, May 1995-August 1996

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