

**EDITORIAL INTEGRITY POLICY AND
ADVISORY MECHANISMS FOR
WLRN PUBLIC TELEVISION AND RADIO**

MIAMI-DADE COUNTY PUBLIC SCHOOLS

School Board Rule 6Gx13- 8C-1.011
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C-100

THE SCHOOL BOARD OF MIAMI-DADE COUNTY, FLORIDA

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**STATEMENT OF PRINCIPLES OF EDITORIAL
INTEGRITY IN PUBLIC BROADCASTING**

The School Board of Miami-Dade County, Florida in conjunction with WLRN-TV Channel 17, WLRN-FM 91.3 Public Radio Community Advisory Board accepts the following:

STATEMENT OF PRINCIPLES OF EDITORIAL INTEGRITY IN PUBLIC MEDIA

I. We Are Trustees of a Public Service

Public Media was created to provide a wide range of programming services of the highest professionalism and quality which can educate, enlighten, and entertain the American public, its audience and source of support. It is a noncommercial enterprise, reflecting the worthy purpose of the federal, state, and local governments to provide education and cultural enrichment to their citizens.

As trustees of this public service, part of our responsibility is to educate all citizens and public policymakers to our function, and to assure that we can certify to all citizens that station management responsibly exercises the editorial freedom necessary to achieve public media's mission effectively.

II. Our Service Is Programming

The purpose of public media is to offer its audiences public and educational programming which provides alternatives in quality, type, and scheduling. All activities of a public media station exist solely to enhance and support excellent programs. No matter how well other activities are performed, public media will be judged by its programming service and the value of that service to its audiences.

As trustees, we must maintain the climate, the policies and the sense of direction, which assure that the mission of providing high quality programming remains paramount.

III. Credibility is the Currency of our Programming

As surely as programming is our purpose, and the product by which our audiences judge the value that service, that judgment will depend upon public confidence that our programming is free from undue or improper influence. Our role as trustees includes educating both citizens and public policymakers to the importance of this fact and to assuring that our stations meet this challenge in a responsible and efficient way.

As trustees, we must adopt policies and procedures which enable professional management to operate in a way which will give the public full confidence in the editorial integrity of our programming.

IV. Many of our Responsibilities Are Grounded in Constitutional or Statutory Law

Public media stations are subject to a variety of statutory and regulatory requirements and restrictions. These include the federal statute under which licensees must operate, as well as other applicable federal and state laws. Public media is also cloaked with the mantle of First Amendment protection of a free press and freedom of speech.

As trustees, we must be sure that these responsibilities are met. To do so requires us to understand the legal and constitutional framework within which our stations operate, and to inform and educate those whose position or influence may affect the operation of our licensee.

V. We Have a Fiduciary Responsibility for Public Funds

Public Media depends upon funds provided by individual and corporate contributions and by local, state, and federal taxes. Trustees must maintain policies which can assure the public and their chosen public officials alike that this money is well spent.

As trustees, we must assure conformance to sound fiscal and management practices. We must also assure that the legal requirements placed on us by funding sources are met. At the same time, we must resist the inappropriate use of otherwise legitimate oversight procedures to distort the programming process which such funding supports.

WLRN-TV / WLRN-FM PROGRAM POLICIES

WLRN-TV / WLRN-FM PROGRAM POLICIES

I. Educational, Cultural, and Informational Programming

Art, music, literature, drama, and science are the means through which humans enhance the quality of their lives and transmit their culture to succeeding generations. WLRN-TV Channel 17 and WLRN-FM 91.3 Public Radio should produce and broadcast programming which provides opportunities for all the citizens of South Florida to share in the cultural heritage of their neighbors, their community, state, and nation, and to be participants in the cultural life of their communities.

WLRN-TV and WLRN-FM have the unique ability to deliver community wide educational programming to thousands of children, students, parents, and other individuals in school, at home, and in the workplace. WLRN should strive to acquire and produce high-quality educational programming that can have wide community appeal.

II. Ethnic, National, and Cultural Diversity

The great diversity of the peoples of South Florida, their beliefs, their cultures, their languages, and their lifestyles can either enrich the community or be a source of disagreement and conflict. WLRN-TV and WLRN-FM will acquire, produce, and broadcast programming that will encourage South Floridians to seek understanding and appreciation of other cultures.

III. Education for Citizenship

The knowledge and the skills required for citizens to represent their beliefs and best interests in the affairs of government have grown both in volume and become increasingly complex. WLRN-TV and WLRN-FM should acquire, produce, and broadcast programming that provides opportunities for South Floridians to acquire the knowledge and the information needed to participate effectively in the affairs of government.

IV. Controversial Issues

Democratic governments derive their strength from the consent of the governed. That strength can only be used wisely if the citizens of a democracy understand and are prepared to accept the real consequences of their consent. WLRN-TV and WLRN-FM should acquire, produce, and broadcast programming which will provide courageous and responsible treatment of issues, and which will report and comment, with honesty and candor, on social, political, and economic tensions, disagreements, and divisions, with the ultimate purpose that South Floridians shall have opportunities to hear and see a full discussion of issues which are controversial, and which can have a significant impact on their lives.

V. Editorial Standards and Integrity

In all programming, WLRN-TV and WLRN-FM shall strive for fairness, accuracy, objectivity, and balance. WLRN-TV and WLRN-FM shall be guided in the program selection process by the "Statement of Principles of Editorial Integrity" which has been adopted by the licensee, The School Board of Miami-Dade County, Florida.

Complaints from viewers and listeners concerning the fairness, accuracy, objectivity, or balance of public programming shall be referred for resolution to the Station Manager, they shall be referred to the Community Advisory Board for its recommendation.

The General Manager shall give due consideration to such recommendations in his response to the complaint and provide a report to the Superintendent of Schools which includes the recommendations of the Community Advisory Board and the resolution or response to the complaint.

VI. Communication Technology

The development of new electronic technologies will provide opportunities for innovative uses of radio and television communications to create new educational, cultural, and informational program services, to serve new audiences, to serve existing audiences more efficiently, and to create revenues which will support new and existing program services. As Public media facilities with access to the professional staff, the equipment and facilities, the funding sources, and the information required to develop and employ new communication technologies, WLRN-TV and WLRN-FM should provide the leadership and take the initiatives needed to help individual citizens, the Miami-Dade County Public Schools, and other educational, cultural, and governmental agencies obtain the benefits of new technologies.

WLRN-TV / WLRN-FM PROJECT COMMITTEE

WLRN-TV / WLRN-FM PROJECT COMMITTEE

I. Project Committee Mission Statement

To support the mission of WLRN-TV and WLRN-FM by developing and implementing procedures for selecting and evaluating production opportunities and station projects for WLRN-TV and WLRN-FM.

II. Responsibilities

The process for producing public radio and television programming must be responsive to the current needs of the community. It also must be sensitive to production costs, available talent, audience potential, promotion cost, competing programs, and other such factors.

The project selection process must follow public media criteria which ensure the independence and editorial integrity of the project, and that the General Manager shall be ultimately responsible for approving all station projects. The review of project proposals by the Project Committee is intended to ensure that the project selection process is not only independent, but also, that it is perceived as rational by the licensee and the community, and that each decision is based on clearly defined criteria that can be communicated to any interested party.

III. Project Committee Membership

General Manager
COO
Executive Producer
Communications Director
Television Production Manager
Television Program Director
Radio Program Director

IV. Project Selection Process

- a. Project proposals are submitted to WLRN's Executive Producer through WLRN's proposal process.
- b. Project proposals are reviewed by the Executive Producer and are submitted to the Project Committee for consideration.

- c. Project proposals are reviewed by the Project Committee which makes a preliminary recommendation to approve, reject, or revise for resubmission. Review is based on current station's budget, project funding, available resources, programming goals, programming criteria, and current needs.
- d. Project Committee's recommendation is submitted to the General Manager for approval.
- e. Executive Producer notifies in writing the project originator as to the status of their proposal – accepted, rejected, or need more information.

**WLRN-TV / WLRN-FM
PROGRAM SELECTION PROCESS**

WLRN-TV / WLRN-FM
PROGRAM SELECTION PROCESS

I. WLRN-TV and WLRN-FM Programming Service

The daily broadcast schedules of WLRN-TV and WLRN-FM are devoted primarily to programming which is responsive to the demonstrated needs of the South Florida regional community. Such programming will be noncommercial and educational, informational, or cultural in nature. WLRN programming shall be consistent with public media's Statement of Principles of Editorial Integrity in Public Media.

- a. Final programming decisions are the responsibility of the General Manager. Among the practical implications which flow from this commitment are the following:
 - 1. Day-to-day decisions about television programming are made by the WLRN-TV Program Director.
 - 2. Day-to-day decisions about radio programming are made by the WLRN-FM Program Director.
 - 3. Day-to-day decisions about the selection and treatment of news are made by the WLRN News Director.

II. Annual Programming Report

General Manager delivers Annual Programming Report for WLRN-TV / WLRN-FM to the Superintendent of Schools. This report will be for the current fiscal year ending June 30.

WLRN-TV / WLRN-FM
COMMUNITY ADVISORY BOARD

COMMUNITY ADVISORY BOARD

I. Statement of Purpose

Members serving on the Community Advisory Board are residents and/or businesspeople within the South Florida area. They provide input to the General Manager on matters of WLRN's radio and television programming.

The committee's role is solely advisory in nature. By Federal Communications Commission regulations, the Committee has no authority to exercise any control over the daily management or operation of the stations.

The Community Advisory Board shall:

- A. conduct a continuing review of the program policies of WLRN-TV and WLRN-FM and recommend the adoption or revision of such policies to the General Manager.
- B. conduct an annual review of community issues and concerns and make recommendations to the General Manager concerning selection and production of public radio and television programming on WLRN-TV and WLRN-FM's; and
- C. deliver an Annual Programming Report for WLRN-TV and WLRN-FM to the Superintendent in cooperation with the General Manager and senior staff.
- D. conduct at least five regularly scheduled meetings or special meetings called in response to the request of three members and the General Manager.
- E. comply with all requirements of the Corporation for Public Media as well as the Federal Government and the State of Florida as to open records, open meetings, and Government in the Sunshine.
- F. meetings shall be conducted in accordance with *Robert's Rules of Order Newly Revised*, the most current revised edition.
- G. upon approval of minutes, forward such minutes to the School Board appointees.

II. Composition

The Community Advisory Board shall be composed of a maximum of twenty members who are representative of the cultural education, civic, ethnic, geographic, and economic diversity of the WLRN-TV and WLRN-FM coverage area, plus two currently elected Miami-Dade County School Board Members appointed by the Chair of the School Board, and two Friends of WLRN, Inc., Board Members appointed by the Friends of WLRN, Inc., Board.

Advisory Board Members shall not be WLRN employees, Friends of WLRN, Inc. employees, program producers or representatives of WLRN underwriters or their agents. The members of the Advisory Board shall certify in writing that they will abide by standards of ethical governance and shall not use their position for personal gain for themselves, family members or personal friends.

III. Term of Office

The term of office for all members of the Community Advisory Board shall be three years. Members may succeed themselves for one additional three-year term. The terms of the School Board Members and the Board Members of Friends of WLRN, inc. shall run concurrently with their terms of office or membership with their respective organizations but will not exceed the term limits contained herein.

IV. Selection of the Community Advisory Board

- A. Nominations to membership shall be made by any member of the Community advisory Board that is in good standing.
- B. A Selection Committee composed of the General Manager for WLRN-TV and WLRN-FM, and the Chairperson of the Community advisory Board shall identify those cultural, civic, economic, ethnic, or educational interests of the community which should be represented among the nominees.
- C. The Selection Committee shall present nominations to the Advisory Board for approval.
- D. The Selection Committee shall recommend new members to the Board in the event of terminations or resignations.

V. Officers

The officers of the Community Advisory Board shall be a Chairperson, Vice Chairperson and Secretary. Officers shall be elected at the November meeting of the current fiscal year and shall serve for one year. Officers shall be eligible for reelection.

APPENDIX

WLRN PUBLIC MEDIA

172 NE 15th Street
Miami, Florida 33132
(305) 995-1717

Attention:
Executive Producer

CONFIDENTIAL
PROJECT PROPOSAL

SECTION I

NARRATIVE

Submitted by: _____

Address: _____

Phone: _____

Date: _____

PROPOSAL NARRATIVE

1. Describe your project in no more than one page.
2. Is timing important for this project?
3. What are the funding sources for your project?
4. What is the specific market for this project?
5. What other similar projects now exist in the market?
6. How has the competition performed?
7. What have you learned from their operations?
8. How will your project be different or better?
9. Is the market for your project be different or better?
10. Are there any significant market shifts occurring?
11. Is there room for market expansion of your project?
12. How will your project be priced?
13. Where will your project be located?
14. Do you need extra space for your proposed project?
15. Who will manage your proposed project?
16. What consultants will your project require?
17. What other personnel does this project require?
18. What working capital is needed for this project and how will you obtain it?

WLRN PUBLIC MEDIA

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Miami, Florida 33132
(305) 995-1717

Attention:
Executive Producer

CONFIDENTIAL
PROJECT PROPOSAL

SECTION II

FINANCIAL DOCUMENTATION

Submitted by: _____

Address: _____

Phone: _____

Date: _____

PROPOSED PROJECT REVENUE FOR YEARS 1-5

Note: This is a sample of the information necessary for a five-year international distribution project. All items may not be applicable for your proposal; however, this is a suggested format for your project.

PART 1	Revenue Per Unit	Totals	Year 1	Year 2	Year 3	Year 4	Year 5
Distribution Domestic							
CD Sales							
Audio cassettes							
Home video sales							
Ancillaries							
Foreign rights							
Total revenues							

PART 2	Expenses Per Unit	Totals	Year 1	Year 2	Year 3	Year 4	Year 5
Research Development							
Preproduction							
Studio Production							
Equipment Rentals							
Videotape Graphics Design							
Post - Production							
Contingency							
Total expenses							

PROFIT BEFORE TAXES							
TAXES							
NET INCOME							
DIVIDENDS TO INVESTORS							

PART 3

FINANCIAL DATA

1. What is the proposed form of your project (partnership, corporation, etc.)?

2. How much of WLRN resources will be invested in this project?

3. List the investors / financial partners and estimate their return on investment.
