



PBS

Station Services Committee Membership Policies Review

PBS Policy Recommendations Approved June 16, 2009

I. Membership Criteria

1. Continue the policy that PBS membership is limited to licensees that operate NCE Television Stations licensed by the FCC.
2. Continue the policy that PBS members do not have to be eligible to receive a CSG from CPB.
3. Amend the current policy that PBS membership is limited to “licensees whose stations provide a nonsectarian, nonpolitical, noncommercial educational program service” to read:
 - Nonsectarian: As a condition of membership, Member Stations must maintain nonsectarian services on all broadcast and non-broadcast distribution platforms using the PBS brand (and/or PBS-distributed content).
 - Nonpolitical: As a condition of membership, Member Stations must maintain nonpolitical services on all broadcast channels and on all non-broadcast distribution platforms using the PBS brand (and/or PBS-distributed content) or the station’s PBS-associated brand.
 - Noncommercial: As a condition of membership, Member Stations must maintain noncommercial services on all broadcast and non-broadcast distribution platforms using the PBS brand (and/or PBS-distributed content).
4. Recommendation: Maintain the current criteria for the New Membership policy that it is limited to stations serving areas unserved by a PBS Member Station.
5. Recommendation: Maintain the current Sister Station Policy that allows for separate PBS memberships for two or more stations licensed to the same entity serving separate DMAs with different services.

PBS Policy Recommendations Approved March 31, 2009

II. Common Carriage

1. The Common Carriage policy applies to the specific episode of an ongoing series fed in the primetime NPS schedule on a given night, and the first primetime repeat airing within the week must be the same episode.
2. All content with attached funding information or acknowledgements included in the PBS feed must be aired with the designated program feed.
3. At least seven hours of NPS children's content must be broadcast on each Full NPS Member Station' primary digital channel each weekday. Each PBS Member Station will select the children's content it airs. Duopoly stations may satisfy this requirement on either channel or a combination of the two.

Program Differentiation Plan

1. Maintain the current broadcast delay requirements for premiers and re-releases of both timely and non-timely NPS programming.
2. Continue the "same-night blackout" rule that prohibits PDP Stations from airing a program or series on the same night as that series or program as fed in the NPS schedule as a premier or repeat.
3. Revise PDP Minimum/Maximum NPS Program Hours Utilization Establish 25% as the standard NPS participation percentage for PDP Stations; permit a higher participation percentage if mutually agreed upon by the PDP Station and the Full NPS Station in the market. Limit to 25% the amount of NPS primetime programming a 25% PDP Station may air in primetime with no more than two airings per week of any one title or ongoing series, any episode.

Streaming

1. Full NPS Member Stations will have access to all NPS content available for streaming from PBS on their websites and online video players, while PDP Stations may only stream the available NPS content they license for broadcast. This policy will be reviewed 18 months following the adoption of the policy

Fundraising Programming

The Committee recommends that PDP Stations have the option to choose between two alternative modifications to the PBS Fundraising Programming (PFP) policy:

- Option 1: Require the PDP Station to delay, by one pledge drive, its first broadcast of pledge programming designated for the current national drive (March, June, August, December), with no alteration to the dues formula; or

- Option 2: Allow the PDP Station to broadcast current-drive pledge programming without a delay, but adjust its dues formula, to redistribute dues more equitably in a multiple-station markets

III. Membership Obligations

- Full NPS Member Stations must broadcast Common Carriage programs on their primary encoded digital channel. Duopoly stations may meet Common Carriage obligations on either of their primary encoded digital channels. PDP Member Station's broadcast rights and all applicable delays and limitations extend to all multicast channels and PDP Stations must broadcast the NPS content they license on their primary, encoded digital channel
- Member Stations must comply with certain prescribed, written, technical standards established by PBS for consistent distribution and measurement of quality content services.
- Member Stations must provide expanded information as part of the annual Membership certification process.
- Establish and implement a clear formal process to enforce PBS policies.