

## **ALAMO PUBLIC TELECOMMUNICATIONS COUNCIL PROGRAMMING POLICY AND RESPONSIBILITIES**

*Noncommercial television should address itself to the ideal of excellence, not the idea of acceptability...Television should be the visual counterpart of the Literary essay, should arouse our dreams, satisfy our hunger for beauty, take us on journeys, enable us to participate in events, present great drama and music, explore the sea and the sky and the woods and the hills...Once in awhile it does, and you get a quick glimpse of its potential.*

*E.B. White  
(American Author and Essayist)*

*This instrument can teach, it can illuminate; yes, it can even inspire. But it can do so only to the extent that humans are determined to use it to those ends. Otherwise, it is merely lights and wires in a box.*

*Edward R. Murrow  
(Broadcaster and Journalist)*

The goal of the ALAMO PUBLIC TELECOMMUNICATIONS COUNCIL is to teach, illuminate, inspire and be responsive to the public's varied interest and needs in public affairs, education, and the arts. It is imperative that we maintain the highest standards to achieve responsible use of our public broadcasting facility and alternative methods of communication including the internet and distribution of DVDs and other media formats. For the purposes of this document, references to "public broadcasting", "programming", and "policies" will be platform neutral and apply to all forms of communication.

It is a principal aim of the COUNCIL to reach many and different audiences. Its content will attempt to broaden the experiences and horizons of all.

As the corporation licensed by the Federal Communications Commission to operate KLRN Channel 9 and KLRN-DT Channel 8, in San Antonio, Texas, the Directors of the COUNCIL elect board officers, appoint the general manager, and set policy guidelines and programming objectives.

The following is a general statement of the programming goals and objectives of the COUNCIL which reflects the spirit and embraces the philosophy of the Public Broadcasting Service (PBS) program policies adopted by the PBS Board of Directors April 29, 1987, and affirmed by PBS membership June 5, 1987 and embodied in the June 14, 2005 Report of the PBS Editorial Standards Review Committee.

### **The Challenge**

Public television possesses the unique potential of a mass medium whose program content is not limited by the requirement to compete constantly for maximum audiences. Public Television can put excellence ahead of acceptability, broadcast not just the popular but also the profound, serve as the community's "sounding board" by experimenting with new concepts in the arts and in the expression of ideas and beliefs.

In addition, public television can distribute content of significance to its community, which might not otherwise be available. It is a basic responsibility and goal of the COUNCIL to give active consideration in its program planning and development to those distinctive audiences who make up its constituency.

These considerations are made keeping in mind that public television's diversified audiences are also significantly served through its presentation of a wide variety of subjects and viewpoints within the regular program schedule of current affairs and entertainment programming.

KLRN programming activities include screening acquiring, scheduling and originating programs or content to air on KLRN or be distributed by other means, as well as for national, regional and statewide release as deemed desirable and feasible. To meet these goals, KLRN will:

1. Ascertain the programming and educational needs of our community of license by taking into account the different races, ethnicities, cultures, religions, languages, genders, education levels and socioeconomic status, as well as other meaningful characteristics, of the people living in our community; and
2. Locate, screen, acquire, produce, and schedule existing programs which address such needs; and
3. Study audience viewing patterns and scheduling options in order to design a program schedule which maximizes the intended audience of each program aired; and
4. Study various reports and mechanisms which provide audience response concerning the effectiveness of the types, quality and scheduling of KLRN programs; and
5. Encourage new, timely and topical local and regional programming to further strengthen KLRN's community links and distinguish KLRN from competitive cable stations; and
6. Develop, aggregate, market and provide educational services that enhance and advance educational attainment and improve performance for students of all ages throughout the station's region of service using broadcast and Internet and other distribution media as appropriate to serve the needs of schools, teachers, parents and students; and
7. Establish a fund dedicated to local programming. This fund will be used by the station management to react more flexibly to local issues and problems, as well as to supplement information about local events; and
8. Funds for the local programming fund are sought from present underwriters and other corporate and individual support specifically for this purpose; and
9. Producers of content for distribution by KLRN will abide by the directives embodied in this document; and
10. KLRN will include this document in the station's web site for access by the public.

### Editorial Integrity

Public television's reputation for quality reflects the public's trust in the editorial integrity of public television programs and the process by which they are selected. To maintain that trust, public television and KLRN is responsible for "shielding" the programming process

from political pressure or improper influence from program funders or other sources. KLRN also must make every effort to ensure that its programs satisfy those editorial standards and journalistic norms that are designed to assure program integrity.

### Taste and Judgment

Innovation in programming may occasionally raise questions of taste and propriety. KLRN will exercise care to ensure that programs containing novel or controversial themes reflect an integrity of purpose with regard for the tastes and attitudes of the community.

KLRN does not seek to be permissive but neither should it be bound to the conventional. We believe there is an obligation on the part of public television to broadcast a wide variety of significant programs and series of national, regional, state, and local interest.

### Local Program Production

There is an opportunity for KLRN to develop and promote creative talent available in its broadcast area. A significant portion of the station's resources will be devoted to the development and production of locally produced programs, utilizing local talent to the greatest extent possible.

### National Program Production

It is a goal that programs produced by KLRN are of a quality worthy of selection or purchase for regional or national distribution to public broadcasting stations and agencies as well as other forms of media distribution. Success in creating such programs brings important benefits to the community and to the station.

### Public Affairs

One of the most roles of mass communications in a democracy is the development of informed public opinion through the public dissemination of information and ideas concerning the vital and sometimes controversial issues, which are held by the various groups that make up the community. The foundation of the American system of broadcasting is the right of the public to be informed and not the right of the government, any broadcast licensee, individual or group to broadcast only its own particular views on any matter.

KLRN abides by the mandate of the fairness doctrine as described by the Federal Communications Commission. The essence of the fairness doctrine dictates a two-fold duty:

1. the obligation to provide a reasonable opportunity for the discussion of "controversial issues of public importance" and
2. the obligation to air conflicting views when such issues are presented.

The COUNCIL recognized the responsibility of broadcasting in enhancing a system of freedom of expression and adopts as its primary public affairs programming the following statement:

To produce or otherwise acquire public affairs programming for broadcast which reflects the spirit and the mandate of the fairness doctrine and meets the needs of our community by presenting programs which contain a fair presentation of the issues, news, and problems of the day at the local, state and national levels. To seek in the presentation of this programming a balance of views, so eminently a part of the First Amendment which rests on the assumption that the widest possible dissemination of information from diverse and antagonistic sources is essential to the welfare of the public.

### Cultural Affairs

National public television programming makes it possible for the viewer to hear and see great symphonies, operatic performances, and other classics of the stage, often in stereo by means of satellite and the PBS stereo system. It is the goal of the COUNCIL to make available as many of these fine productions as possible, complimented by station acquisitions and productions representing similar and other cultural and art forms.

### Education Services

It is the goal of the COUNCIL to provide, at levels pre-kindergarten through twelfth grade, programming material designed to interface with traditional classroom curricula presented in the schools throughout the state. It is committed to educational services to the schools that have contracted to participate in these services. Through its liaison with the school districts it serves, the COUNCIL acquires and produces instructional materials that are specifically suited to the stated educational needs of Texas school children. The KLRN staff of specialists, working directly with classroom teachers, supervisors, principals, and superintendents, helps insure that the quality programming is effectively used in each school. Annual instructional television needs assessment serves to establish and clarify goals. In addition the COUNCIL cooperates with colleges and universities to offer selected Adult Learning College Courses for undergraduate credit and may offer or make available on-line courses in conjunction with these institutions.

### Multichannel Television Sound

KLRN in its broadcast operation will reserve the Multichannel Television Sound (MTS) stereo audio and second audio program (SAP) channels exclusively for program-related content.

### Digital Broadcasting services

KLRN-DT has the ability to provide broadcast services in each of the following modes of operation: High Definition Television (HDTV), Multicasting of simultaneous streams of Standard Definition programming, and Datacasting, the broadcast distribution of data to receivers throughout the coverage area. These modes can be combined to form a variety of services to multiple target audiences. It is the intention of the COUNCIL that the operation of KLRN-DT and the programming and services it provides be consistent with the principles that govern the analog station, KLRN. It is also noted that KLRN-DT uses more advanced and more flexible technology than its analog counterpart and more diverse programming and services are possible and expected as the public adopts digital technology and it becomes the mainstream broadcast medium.

## Committee recommendations

The KLRN Programming Policy Review Committee recommends that KLRN, APTC and the Community Advisory Board continue to monitor the means by which community feedback on programming and services is received and evaluated and explore ways to improve this process. Additionally, the committee recommends that the policy review by the APTC board be conducted on an annual basis.

Reviewed by the APTC Programming Policy Review Committee 2007.  
Adopted by the APTC board December 11, 2007.