

INCLUSION OF POLITICAL CANDIDATES **IN PBS Wisconsin Coverage**

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PBS Wisconsin presents political coverage and analysis as part of its overall public service and educational mission. During election years, PBS Wisconsin offers programs specifically related to local, state, and national elections. Below is a review of PBS Wisconsin's working policies regarding candidate inclusion in such programming.

Our overarching goal is to help citizens be better informed, so they may choose to be involved in their government and the political process. Given our limited resources — financial, managerial, technical, and available air-time — and guided by the extent and nature of our coverage, we consider a mix of research (such as polls), professional judgment, legal criteria and citizen input to evaluate candidates for coverage. It should be noted that there are sometimes competing interests regarding election issues: on the one hand, to provide the broadest possible range of ideas, issues and exposure to candidates; on the other hand, to provide the most useful and meaningful information, which may sometimes require selecting among ideas, issues and candidates. Our purpose is to give service to citizens, not candidates.

PBS Wisconsin is frequently contacted by candidates requesting air-time or inclusion in a debate or other program. There is sometimes a presumption that the non-commercial nature of public television means that any person, by declaring his or her candidacy, should have open access to voters via PBS Wisconsin. This is not the case. The management of PBS Wisconsin has responsibility for programming in political areas, as in all areas, within the policies established by the Board of Regents of the University of Wisconsin System, the Wisconsin Educational Communications Board and the Federal Communications Commission. The United States Supreme Court has held that state television networks may continue to exercise journalistic judgment in relation to political debates.

It should also be noted that in most instances PBS Wisconsin programming is driven by our statewide service. Local issues and races may also be included in PBS Wisconsin news coverage and analysis when they affect a broader community, and as part of our commitment to reflect the diversity of the state. As a general rule, PBS Wisconsin does not present local debates or candidate forums.

During each election cycle, PBS Wisconsin news and programming staff will develop specific plans based on the principles contained in this document. We will be consistent in the application of criteria and will specify the criteria being applied *before* a program is publicly announced and before any candidates have been invited to participate.

Debates

PBS Wisconsin and its debate partners develop specific debate inclusion criteria for each election year, based on the principles contained in this document. We are consistent in the application of criteria and publish the criteria that will be applied before a program is publically announced and before any candidates are invited to participate.

News Coverage

PBS Wisconsin news programs rely on the editorial judgment of our news staff. Coverage of election issues and candidates as part of our news programming (such as *Here and Now*) is determined based on the policies set forth in the paragraphs above. It is expected that PBS Wisconsin staff be able to articulate the reasons and reasoning behind their decisions.

Reasonable Access For Federal Candidates

Federal regulations in this regard do not apply to noncommercial stations such as PBS Wisconsin

Public Service Programs

This is a genre of programming that is distinct and different from news or debates. These programs do not have any PBS Wisconsin editorial or journalistic involvement. Candidates are simply provided with air time under varying guidelines of time and format. In presidential election years PBS Wisconsin will participate in presidential public service programs if they are included in the PBS schedule, but will not use non-PBS offers. For some statewide offices and Congressional seats PBS Wisconsin offers public service programs and will develop appropriate criteria. It is unlikely PBS Wisconsin will expand this to include local elections which are best covered locally.

Program Guidelines

PBS Wisconsin follows all FCC rules and guidelines as they pertain to production of election related programming including, but not limited to, candidate inclusion, equal opportunity and editorial involvement. PBS Wisconsin abides by FCC rules relating to the use of indecent language or images by guests appearing in PBS Wisconsin programs.