

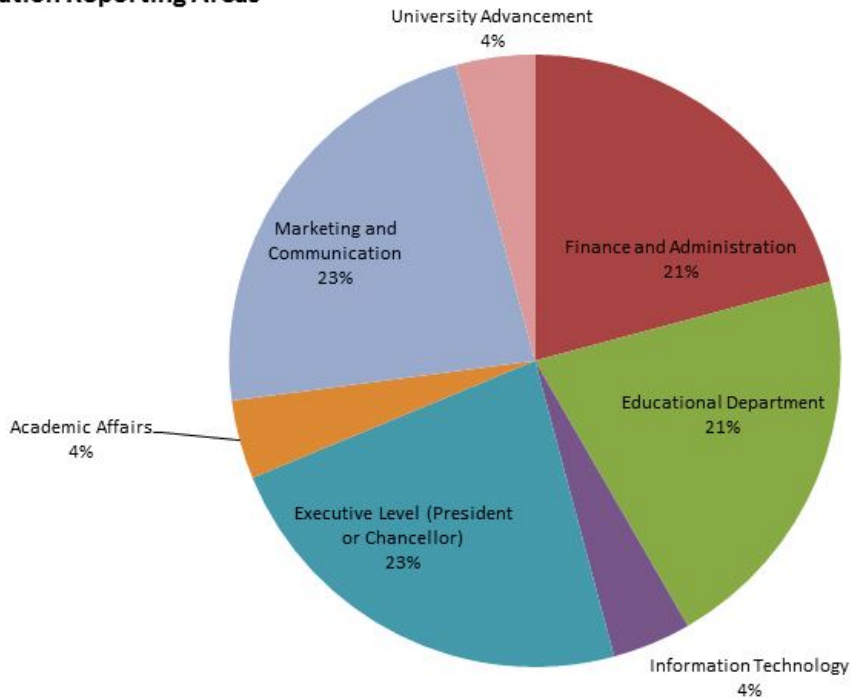
PBS University Licensee Reporting Structure Review

Background: There are 48 PBS member stations which are owned and operated by Universities the oversight of these stations falls into seven categories,

Area of Supervision	Number of Stations
Finance and Administration	10
Educational Department	10
Information Technology	2
Direct Report to University Leadership	11
Academic Affairs	2
Marketing and Communication	11
University Advancement	2

The total breakdown is as follows,

**University Licensee
Station Reporting Areas**



There is not simple correlation to size of university, station or market as to which area is responsible for station oversight. It appears that the only determining factor is the University's strategic plan or mission statement.

The following is a summary of responses received when asked about the reporting structure of their station.

Marketing and Public Relations: The benefits of reporting in this area are that these departments understand the power of broadcast and the audience reached. The negative effects to reporting to Marketing and Public relations are there could be conflicts in journalistic integrity and that the station may be treated more as a promotional arm for the University rather than a public service.

Educational Department: The benefits of reporting to an educational department are that the station is seen as a natural fit inside of the educational mission. Educational departments are more protective of editorial integrity. The negative effects of this reporting structure are often financial as the station has to compete with purely educational functions for funding. *It should be noted that all station that report to an educational department are with either D1 schools or Universities with industry recognized Communication programs.*

Direct Report to University Leadership: The benefits of reporting directly to University leadership are that there is a direct line to the head of the institution. The negative effects is that the stations benefit of and connection to the educational mission can be questioned.

University Advancement: No responses given described a benefit to reporting to University advancement. The negative effects reported were that fundraising priorities were often directed to other university departments ahead of broadcasting.

No significant mentions of the benefits either negative or positive were made about reporting to Information Technology, Academic Affairs or Finance and Administration. All information is anecdotal as this was not conducted as a scientific research study.

The stations which provided information are:

Wyoming PBS, New Mexico PBS, WSFU Tallahassee, FL, WOUB Ohio, Houston Public Media, WSIU Carbondale, IL, Texas Tech Public Broadcasting, Wisconsin Public Media, KTWU Topeka, WGVU Grand Rapids Michigan, WGBU Bowling Green, KY, NET, WSRE Pensacola, FL, WHUT Washington D.C. NWPB Idaho, KRWG New Mexico, WTVP Urbana, IL, KUED Salt Lake City, UT, WPSU Pennsylvania.