



**ADMINISTRATIVE REGULATION
AND PROCEDURE**

Title: PROGRAM PROPOSAL

Code: 110501

Policy Reference: N/A

All production projects must follow the following start-up procedure. All returning projects/programs must also submit updated program treatments at the appropriate program production / content planning meeting.

The program concept, treatment, or script with estimated budget is presented to the attention of the Chief Content Officer. It is then presented and reviewed by the Vice President and General Manager and the station senior leadership team.

Senior leadership will discuss the concept's merits, the station production direction, the concept's relation to the stations' ascertained needs, and the budgetary cost considerations involved. If the proposal has a consensus of the senior leadership team, the Chief Content Officer will consult with the individual to assist in further development and report back to the senior leadership team..

Office of Responsibility: WMVS/WMVT-TV Station Management
Last review on June 8, 2021