



Programming Policies for MNN's Public Access Channels

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Manhattan Neighborhood Network Policies



Welcome to Manhattan Neighborhood Network (MNN)! All of us at MNN appreciate your involvement with the country's largest community media center and look forward to welcoming you to our facilities, our channels, our classes and our events.

MNN's mission is to ensure the ability of Manhattan residents to exercise their First Amendment rights

through moving image media to create opportunities for communication, education, artistic expression and other noncommercial uses of video facilities on an open and equitable basis.

In providing services, we seek to involve the diverse racial, ethnic and geographic communities of Manhattan in the electronic communication of their varied interests, needs, concerns and identities.

MNN is responsible for administering public access cable TV services in Manhattan and aims to promote localism, diversity and independent non-commercial media.

MNN is an independent, non-profit organization that is privately funded and privately operated. MNN is not a cable company, a subsidiary of any cable company, or a New York City or New York State agency.

What We Do



For nearly 25 years, MNN has been providing media education classes, media production equipment and free access to community cable TV channels to Manhattan residents and community-based organizations.

In 2016 alone, MNN posted some 4,000 enrollments in our media classes, making MNN the largest media educator in New York City. In that same year, nearly 1,200 Manhattan

community producers checked out media equipment from our two locations – one on the west side of Manhattan and the other in East Harlem.

MNN also runs a wide range of services and media initiatives aimed at meeting the diverse communication needs and interests of Manhattan neighborhoods and communities. Since 2000, MNN's Youth Media Center has provided media skills and education to young people ages 15-25 and produces and curates a five-hour block of programming each week.

MNN administers and manages four themed public access channels as well as an HD public access channel. In 2015, MNN aired more than 10,000 hours of locally generated TV programs.

MNN is proud to be one of the largest cablecasters of original content in the United States.

These channels are:

- **MNN 1 Community (TWC 34 & 1995, RCN 82, FiOS 33):** Stay up-to-date on local elections, New York politics and community issues with MNN's Community channel.
- **MNN 2 Lifestyle (TWC 56 & 1996, RCN 83, FiOS 34):** Exercise your mind, body and palate with entertainment and lifestyle programming for New Yorkers with diverse interests.
- **MNN 3 Spirit (TWC 1997, RCN 84, FiOS 35):** MNN's Spirit channel broadcasts varied religious and philosophical programs, lectures and discussions for all faiths and worldviews.
- **MNN 4 Culture (TWC 67 & 1998, RCN 85, FiOS 36):** Multi-lingual programming that covers the arts, politics and global news for all of Manhattan's diverse communities.
- **MNN 5 HD (TWC 1993, FiOS 37):** MNN's HD channel brings you the best MNN shows in High Definition. MNNHD is the **only** HD channel available for community use!

MNN also produces the cable and digital channel NYXT.nyc (pronounced next dot n.y.c.). Presented in partnership with more than 60 Manhattan community-based organizations, NYXT.nyc shines a spotlight on groups that are working to connect people and build neighborhoods. NYXT.nyc is available on TWC 1992, FiOS 38, and online at nyxt.nyc.

MNN may also curate additional cablecast channels aimed at providing newly presented and produced non-commercial, independent programming.

MNN's Values and Principles



MNN is a place of education, learning and creativity. We are non-commercial and committed to serving Manhattan residents and community-based organizations. We believe in inclusivity, diversity and mutual respect and aim to empower people and communities through media access.

In seeking to facilitate a diversity of viewpoints, we ask our broader community and participants to be mindful of our values and to treat each other respectfully as we all work together to build community through engaged and impactful media.

Some Helpful Terms in Understanding MNN

Certified Producer: A Manhattan resident that has taken and passed an MNN media education class and is certified to use MNN facilities and/or equipment in order to create programming to air on MNN's designated public access channels.

Sponsor: An individual who submits the MNN Program Agreement for MNN's designated public access channels and who is legally responsible for the program and its content. **Every program that airs on MNN must have a sponsor.**

Sponsors can also be Certified Producers but **are not required** to be Certified Producers or Manhattan residents. MNN's Programming Department requires that all Sponsors submit Proof of Residency and ID for our records and in order to obtain a time slot on one of MNN's channels.

A Sponsor cannot have more than one program on MNN. Certified Producers and Sponsors and their guests must abide by MNN's Code of Conduct and Community Standards.

Please note: Sponsors and Certified Producers may not represent themselves as MNN employees or representatives.

Programming Policies for MNN's Public Access Channels

Responsibility for Program Content



Submission of programs for MNN's five designated public access channels is free of charge, and free of content control by MNN subject to the policies herein. Responsibility for the content of programs rests with the Sponsor. MNN does not prescreen programming.

MNN requires Sponsors to submit a signed and completed Program Agreement prior to the cablecast of any program. Sponsors agree to indemnify

MNN from all content issues arising from the airing of Sponsor's program on MNN's distribution networks, including but not limited to channels and online/digital streams. All Program Agreements must include the Sponsor's and/or Certified Producer's name and address.

Program Schedule

MNN will, to the best of its ability, provide channel time as requested on MNN 1-5, MNN's designated public access channels, on a first-come, first-served basis, subject to MNN's policies and guidelines and consistent with MNN's theming of the public access channels and/or the technical characteristics of the channels.

For instance, Sponsors submitting programming for the HD channel must meet the technical requirements of the channel. See: <http://bit.ly/HDTechRequirements>

In addition, a portion of the designated public access channels may provide local viewers with MNN-created programming mainly for local residents. MNN gives highest priority to program schedule requests from Manhattan residents and organizations.

MNN will also exercise scheduling discretion to ensure access for new channel users, single programs, series of limited duration and special events. While we are committed to airing programs and will do our best to accommodate schedule requests, MNN cannot guarantee any time slot requests.

Even though MNN will try to meet the above criteria for program scheduling, the program schedule for MNN's five public access channels, including MNNHD, is ultimately determined at the discretion of MNN's Programming Department.

Photo Identification and Address Verification

Sponsors do not need to be Manhattan residents. However, the Programming Department does require that all Sponsors submit Proof of Residency and ID in order to obtain a time slot on MNN's public access channels. Please see MNN's **Proof of Residency and ID** policies for additional information and requirements.

MNN reserves the right to cancel a show if up-to-date contact information is not on file at MNN.

Minors Submitting Programs

Program sponsors must be at least 18 years of age. Minors submitting programs will be required to have an of-age sponsor sign a Program Agreement and Project Request form.

Program Content Restrictions

Programs may not contain:

- Solicitation, advertising, bartering or promotion of commercial products, services or transactions;
- Material that is slanderous, libelous, an invasion of privacy, incites violence towards an individual or group or is otherwise unlawful;
- Material concerning lottery information, gift enterprise, or similar scheme;
- Unlawful use of material requiring union residual, or other payment including but not limited to talent and crew;
- Unlawful use of material that is copyrighted or subject to ownership or royalty rights, right of publicity, or other payment;
- Material that MNN reasonably believes contains obscene content, including but not limited to sexual intercourse, sodomy, masturbation, sadism, masochism, excretion, or lewd exhibition of genitals.

Representation of Authorizations

Sponsors must represent that they have obtained all necessary permission for material and individuals appearing in their programs. Sponsors are required to provide satisfactory evidence of such permission upon request by MNN.

Adult, Violent, Medically Graphic Programming

MNN wants to assist viewers in making informed decisions about content on MNN's channels while providing an opportunity for all forms of expression without censorship and in accord with existing laws.

Programs containing mature themes, mild profanity, or lifelike imagery of nudity for the purposes of artistic, literary, political, or scientific discourse will be scheduled after 9:00

pm. Programs containing depictions or simulations of sexual intercourse will be scheduled after 11:00 pm.

Programs containing and/or entitled with excessive vulgar language, nudity, extreme physical violence, extreme degradation, graphic depiction of invasive medical procedures or indecent material must include a message advising viewer discretion and will be scheduled between the hours of 11:00 pm and 5:00 am.

Sponsors are responsible for including an advisory for viewers at the beginning of each episode if their program contains material requiring an advisory message.

It is the responsibility of the Sponsor to inform MNN's Programming Department of the adult nature of the program so that it can be scheduled appropriately.

It is a violation of MNN policy to submit obscene or unlawful programming.

Charging for Time on the Access Channels

Time on the public access channels is available free of charge. Sponsors are prohibited from receiving compensation from individuals in exchange for appearing on a public access channel. Channel time may not be bartered or sold.

Program Credits for Contribution of Goods and Services

Sponsors may acknowledge individuals, businesses or other organizations that have contributed goods, services or funding used in the program production.

- Acknowledgement can only happen at the beginning and end of the program.
- Total credits for all contributions are limited to 60 seconds per episode.
- Credits may be aural, visual or both.
- Credits may not contain any advertising information or calls to action.
- Websites and phone numbers are permitted as program credits. Calls to action ("buy," "try," "call," "visit") are not permitted, nor is any promotional information.

All Sponsors who use MNN's facilities and/or equipment for programs that air on MNN's channels must include the following credit at the end of their program:
"Produced through the facilities of Manhattan Neighborhood Network."

Solicitation of Funds

Solicitation of funds during public access programs is limited to nonprofit organizations providing an IRS letter of determination indicating 501(c)(3) status. The IRS letter of determination must be on file with MNN prior to any solicitation of funds. Manhattan and non-Manhattan-based non-profits may request permission from the MNN Program Department to solicit funds. MNN will review such requests on a case-by-case basis.

Limits of Liability

MNN is not liable for any mistakes, omissions or interruptions in the cablecast and any other means of distribution of programs. MNN is also not liable if the program or material submitted is damaged, lost or stolen while in its custody except in the case of gross negligence on the part of MNN resulting in damage or loss of the submitted format.

Single Programs



A single program or "special" is defined as a program that is scheduled for a single time slot rather than on a recurring basis. Sponsors may request time for single programs at any time. All single program requests must be accompanied by a completed episode.

Generally, single programs will be scheduled within two weeks of submission. MNN will schedule a 28-minute special for three timeslots.

Programs that are 58 minutes long will be scheduled for two timeslots.

The Program Department will only air one single per month, per Sponsor.

Series Programs

A series program is defined as a number of episodes, under one single title and scheduled at regular times (i.e., weekly, biweekly, or monthly). MNN divides the scheduling year into four thirteen-week quarters. An "original episode" is defined as a program that, in whole or in substantial part, has not previously appeared on MNN, at any time, regardless of the channel:

- Weekly series require eight original episodes per quarter
- Biweekly series require five original episodes per quarter
- Monthly series require two original episodes per quarter
- Daily series requires fifty-five original episodes per quarter

Sponsors are required to submit an episode for each week their program is scheduled. Otherwise, sponsors will forfeit their series time slot for failing to provide the requisite number of original episodes within a quarter. In addition, Sponsors are required to identify which of their episodes are "original" upon submission. False identification of an episode as "original" will result in cancellation of the series time slot. Sponsors are allowed one active series per quarter. Two or more series regularly featuring the same host, guest or footage will be treated as the same series regardless of the sponsor; one of the active series will be cancelled.

Promos



Promos are an opportunity for Sponsors to inform viewers about their show and to generate interest. Promos will be scheduled to air in the two-minute interval between programs, and they will be scheduled at random. Promos are subject to the same content restrictions and program policies as all other MNN programs. Sponsors may not request specific air times for their promos.

Promo Guidelines

Promos must meet the following guidelines:

- The promo must promote the sponsor's show only
- The promo can only mention MNN's channels/distribution platforms
- Promos should be 30 or 60 seconds (please note 60 second promos may receive less rotation)
- Promos should include the program title, airtime and channel on all applicable cable carriers -- Time Warner Cable, RCN, Verizon FiOS
- Promos must adhere to MNN's media submission and technical standards
- Sponsors can submit one promo per quarter
- Promos may not contain any website or other contact information other than <http://www.mnn.org>

Promos submitted for the HD channel must abide by the technical requirements of the channel. See:

<http://www.mnn.org/upload-instructions-programs-appearing-mnns-hd-community-channel-mnn5>

New Series

MNN will schedule all eligible series on a quarterly basis. All series requests must be accompanied with one completed episode only, which will be scheduled as the first episode of the series. (Sponsors seeking a series timeslot will be required to submit proof of residency, as outlined in our Proof of Residency and ID Policy).

Series applications will not be considered until this information is provided.

All requests received and verified by the designated submission deadline will be scheduled for the proceeding quarter. MNN will mail confirmation to sponsors three

weeks prior to the start of the quarter. Sponsors should contact MNN two weeks before the beginning of the quarter if they have not received notice of their quarterly program schedule.

Continuing Series

Continuing series are subject to scheduling changes, reduction in series frequency or length, or cancellation depending upon the number of requests received from new series providers. If a scheduling change is necessary to accommodate a new series request, MNN will be guided by the program scheduling priorities listed above. For instance, continuing series from Manhattan Sponsors will not be replaced with series from non-Manhattan sponsors. Sponsors may request a change in their existing time slot.

Program changes will be scheduled in accordance with the above program priorities and after all new series request have been scheduled.

Resubmission of Programs from Program Violators

Sponsors resubmitting programs after the conclusion of a suspension or cancellation period will be scheduled at the discretion of the Programming Department. No requests for specific timeslots will be considered until a sponsor who has formerly been suspended or canceled submits two quarters of programming that does not violate MNN policies.

Preemption of Programming

An episode of a program may be preempted if MNN receives requests from Sponsors seeking airtime for timely programming that MNN deems beneficial to MNN viewers. MNN will contact the Sponsor to advise of the program preemption and do our best to provide an alternate timeslot based on availability.

Transferring Time Slots and Program Substitution

Sponsors may not transfer time slots to another Sponsor, nor may they air another Sponsor's programming during the time slot that MNN has allocated to them for the cablecasting of their program. Time slots are allocated at the sole discretion of MNN's Programming Department.

Live Shows



MNN offers Certified Producers the opportunity to produce live programming. However, live programming requires extensive resources from MNN's staff, facilities and equipment and as such, we can only designate a limited number of live programs per quarter.

While MNN does consider weekly, biweekly or monthly live programs, MNN generally cannot accommodate

daily live shows that use MNN facilities and equipment. This is due to the resources required for daily programming.

In order for the MNN programming department to consider a Certified Producer's request to air a live program on MNN public access channels, the following criteria must be met:

1. The Certified Producer of the program must have attained certification in control room/studio production
2. The Certified Producer must have been producing a studio production from MNN's studios for at least one year
3. The Certified Producer must be active and in good standing with no suspensions for at least three years
4. One of the main goals of the live program must be to engage the audience in real time two-way conversation via Skype, phone, or through social media platforms.

Other live show policies are as follows:

1. The Programming Department in consultation with the Production Department will reserve all studio time for live show certified producers.
2. The length and location of the reservation will be determined by MNN staff with consideration given to the needs and scale of the program. Studio reservations for live programs will be limited to a maximum of two hours.
3. A regular series producer that has reserved studio space during the time that the program regularly airs and wishes to go live, must notify program@mnn.org a minimum of four days before their scheduled time slot.
4. Certified Producers approved for a live series will have a live series for four quarters (one year), after which the Certified Producer must reapply to be considered for a live series.
5. Certified Producers must go live at least the minimum amount of episodes per quarter required by Programming or may risk cancellation for the subsequent quarter:
 - a. Weekly: 8 episodes per quarter
 - b. Biweekly / Bimonthly / Every other Week: 5 episodes per quarter
 - c. Monthly: 2 episodes per quarter

Disciplinary Action and Appeals at MNN

Failure to comply with MNN's policies included in this document and on any MNN agreements may result in disciplinary action up to the suspension or withdrawal of all MNN services.

Individuals who wish to appeal disciplinary decisions resulting from violations of MNN's policies may submit an appeal to the Director of the MNN facility where the issue arose within 30 days of the decision. For cases involving MNN's West 59th St. facility, appeals should be directed in writing to the Managing Director of Access Services. For cases involving MNN El Barrio Firehouse, appeals should be directed in writing to the Director of the MNN El Barrio Firehouse. The relevant director will seek to respond to the appeal within 45 days. Any restrictions will remain in effect pending the outcome of an appeal. An individual who wishes to appeal the decision of a director may write to the Chief Executive Officer within 30 days of the director's decision. The CEO will aim to respond within 45 days. The CEO's decision is final.