



CONTENT GUIDELINES

Regarding Program Submission & Acceptance

We are an independent, public TV station and we must uphold our mission, it's all about learning, community, and social awareness. We interpret learning pretty broadly, and we encourage our members to challenge the notions of what learning is!

While we interpret the term "learning" broadly, we require that submissions adhere to specific criteria. At MiND headquarters, we use this list of criteria to determine which programs are accepted. We encourage you to evaluate your submission by these guidelines before mailing your video program.

We evaluate every video program in three phases.

I. The first review is administrative and technical.

- ✓ **PACKAGE:** Does the outside of the submission envelope include the member's complete address, member ID and submission ID?
- ✓ **PACKAGE CONTENTS:** Does the submission envelope include one DVD and one complete, signed video submission form?
- ✓ **DVD:** Is the DVD labeled with member ID and submission ID?
- ✓ **DVD CONTENTS:** Does the DVD contain just one video program, which is exactly five minutes long?
- ✓ **DVD CONTENTS:** Does the file play properly, with good quality audio and video?

II. The second review evaluates the video program in terms of U.S. law and community standards.

- ✓ Is the program free of explicit depictions of sexual activity or excretory functions?
- ✓ Is the program free of gratuitous profanity, nudity, or acts of violence?
- ✓ Is the program free of glorification of substance abuse, hatred or illegal acts?
- ✓ Is the program non-commercial and non-promotional? *What does this mean?*

Programs must not:

-Directly promote a specific product or service, but may instead provide consumer education or another learning benefit.

-Promote one specific consumer or commercial product or service, but may include multiple product or service names, demonstrations, or illustrations.

-Include any specific call to action, nor specific information about product or service availability, nor pricing, nor other promotions.

-Be funded by the same entity that controls its editorial content.

-Programs must include a full and truthful disclosure of funding source.

- ✓ Does the program contain less than 20 seconds total of credits?
- ✓ Is the program consistent with community standards?
- ✓ Is the program's audio and video consistent with MiND's standards?

III. The third review is subjective. Final decisions are made by MiND, in its sole discretion.

- ✓ Does the program provide a meaningful learning experience?
- ✓ Is the program consistent with current quality standards (technical and subjective) associated with MiND?

In general, if you follow these guidelines, your video program will be accepted by MiND. If your video program is not accepted, you will be notified via email.

Our goal is to approve as many video programs as possible.

Please work within these guidelines so that we can build MiND together.