



BROOKLYN FREE SPEECH TV & RADIO PROGRAMMING POLICIES

Introduction to Brooklyn Free Speech Television

Brooklyn Free Speech Television is made possible through cable franchise agreements that allow cable companies to operate in the City. The public owns these rights-of-way—the streets and sidewalks—through which all the cables run to the home. These rights-of-way are a very valuable public trust. In exchange for being allowed to run a profitable business on land that the public owns, the City receives a small percentage of the revenue and a number of public channels on the system.

The framers of the Constitution recognized that a healthy democracy demands a lively conversation about who we are as people and what we strive to be as community. Several decades ago, Congress created Public Access channels to fill the role of the Town Square in the electronic age. BRIC is proud to provide Brooklyn Free Speech Television to the public as a free, fair, and open space for community conversation and free expression.

Have Your Own Show on Brooklyn Free Speech

Channel time on Brooklyn Free Speech TV and Brooklyn Free Speech Radio is free to the public on a first-come, first served basis. The idea for the program is yours. The content of the program is yours. We don't judge. We just provide you with a time and place to be seen by all of Brooklyn.

There are three ways to have your own show on Brooklyn Free Speech:

- **Make a show at BRIC.** Become a **Certified Producer**. BRIC can teach you the basics of television production, qualifying you to use cameras, studios, and editing equipment at the community media center. You will need to complete one of three certification classes: basic studio production, basic editing, or basic field camera production.
- **Make a show on your own equipment.** Become a **Playback Producer**: Any Brooklyn resident or organization with video equipment can submit a finished program for cablecast.
- **Bring a show from elsewhere.** **Sponsor** a program produced by someone who resides outside of Brooklyn.

A **Program Applicant** is a person or organization requesting a time slot on Brooklyn Free Speech. All Program Applicants must be Brooklyn residents—or represent a Brooklyn-based organization—and must be over 18. A parent or guardian can apply for channel time on behalf of a minor. A person or organization outside Brooklyn may have a program only if a Brooklyn resident or organization agrees to be the local Program Applicant.

The Program Applicant accepts all liability for the content of the program and is responsible for submitting programs in a timely manner.

Brooklyn Free Speech Video Channels

Brooklyn Free Speech programs are cablecast on all cable systems in Brooklyn. Channel time is available free of charge to all Brooklynites on a first-come, first-served basis. Any Brooklyn resident or Brooklyn-based organization can apply for a regularly scheduled time slot or a one-time special.

Brooklyn Free Speech's channels are also [streamed online](#) so that they can be seen anywhere in the world.

Brooklyn Bulletin Board

The Brooklyn Bulletin Board is a 24-hour computer generated listing of Brooklyn events, activities, and services shown on cable TV. Any Brooklyn-based individual, organization, institution, corporation, or entity with a non-commercial event or service can submit an announcement to be cablecast on Brooklyn Bulletin Board. Listings are presented in the categories of arts and culture, education, health, government, neighborhood, and around Brooklyn. Brooklyn Bulletin Board is a free service.

Brooklyn Free Speech TV & Radio

You're The Star. We're Just The Platform. Community-Made, 1st Amendment-Focused Media Since 1990.

CHANNEL 1	CHANNEL 2	CHANNEL 3	CHANNEL 4	CHANNEL 5	PODCAST NETWORK
WATCH <ul style="list-style-type: none">• BRICartsmedia.org/1• Spectrum 1995• Optimum 67• Verizon 42• RCN 82	WATCH <ul style="list-style-type: none">• BRICartsmedia.org/2• Spectrum 1998• Optimum 68• Verizon 43• RCN 83	WATCH <ul style="list-style-type: none">• BRICartsmedia.org/3• Spectrum 1996• Optimum 69• Verizon 44• RCN 84	WATCH <ul style="list-style-type: none">• BRICartsmedia.org/4• Spectrum 1996• Optimum 69• Verizon 44• RCN 84	WATCH <ul style="list-style-type: none">• BRICartsmedia.org/HD• Spectrum 1993• Optimum 951• Verizon 47	LISTEN <ul style="list-style-type: none">• iTunes• Stitcher• SoundCloud• Google Play Music

What Types of Time Slots Are Available?

Brooklyn Free Speech has four types of time-slots: Weekly, Bi-weekly, Monthly, and Special.

Series Programs

A program series is a set number of episodes, contained under one title, scheduled at regular times during a 13 week program quarter.

Each program series holder must submit a number of original episodes per quarter— programs that have not previously appeared on cable television in Brooklyn.

Weekly Series

- Commitment of 13 episodes per quarter
- Minimum of 9 original episodes per quarter- no more than four repeats

Bi-Weekly Series

- Commitment of 6 episodes per quarter
- Minimum of 5 original episodes per quarter— no more than 1 repeat

Monthly Series

- Commitment of 3 episodes per quarter
- Minimum of 2 original episodes per quarter— no more than 1 repeat

Schedule changes can be requested by the quarterly deadline.

Special Programs

BRIC offers channel time on Brooklyn Free Speech for Specials. A Special is a program scheduled for a single 28 or 58-minute showing, rather than on a recurring basis. A mini-series of up to three episodes may be considered if time is available. Special programs receive one guaranteed showing. Additional showings are subject to available channel time.

- Program Applicants without a current series may submit up to four Specials per quarter, in addition to the regular show. Each program must be submitted separately.
- Program Applicants with a current Bi-weekly or Monthly series are limited to three Specials per quarter.
- Weekly series Program Applicants are limited to scheduling one special program per quarter.

How to Submit a New Program for Brooklyn Free Speech

Submission of programs for the public access channels is always free of charge and free of content control by Brooklyn Free Speech, subject to the policies listed in this document.

When to Apply

Applications for new monthly, weekly and bi-weekly programs are accepted on a quarterly basis. Program Applicants must submit the required materials by the following general quarterly deadlines:

Season	Cablecast Dates	Application Period
Winter	January–March	October
Spring	April–June	January
Summer	July–September	April
Fall	October–December	July

Brooklyn Free Speech attempts to schedule all eligible programs, but on occasion may not be able to accommodate a Program Applicant. In some cases, those requesting weekly slots may be given monthly or biweekly slots. Program Applicants who do not receive a first choice are encouraged to resubmit applications for the following quarter.

The Program Applicant will be notified of the date, time and channel at least 5 days prior to cablecast.

Channel Time Requests

To request channel time, the Program Applicant submits a New Series Application, a Series Renewal, or single episode Special Program application. The Program Applicant's signature acknowledges familiarity with the program policies and procedures outlined in this document. The Program Applicant also agrees to indemnify Brooklyn Free Speech and BRIC and take responsibility for any violations of BRIC policies, or violations of federal, state, and local laws and regulations.

Programming from organizations must pertain to that organization's mission or purpose. Please note that the time slot belongs to the organization, not to the individual listed as the Program Applicant.

To apply for a time slot, the Program Applicant must provide the following:

- Signed and completed New Series, Renewal, or Special Application
- Current government-issued photo ID
- Proof of Brooklyn residence
- The following number of completed programs:

Weekly time slot	Four episodes
Bi-Weekly	Two episodes
Monthly	One episode
Special	One episode

Acceptable forms of current, government-issued photo IDs include:

- U.S. Driver or Non-Driver license
- U.S. Passport
- Foreign Passport
- Resident Alien Card
- U.S. Military ID
- City or State Employee ID
- Student ID

The following are acceptable forms of proof of Brooklyn residency. They must be current and indicate the name and Brooklyn street address of the Program Applicant:

- Lease for a Brooklyn residence
- Telephone bill (landline or cellular)
- Gas bill
- Electric bill
- Cable bill
- Satellite dish bill
- Water bill
- Internet bill
- Voter registration card listing a Brooklyn polling station
- EBT card statement (Important Note: Card not accepted)

Please do not bring credit card or bank statements, pay stubs, IRS statements, or any forms that disclose the applicant's financial information.

A Program Applicant unable to verify Brooklyn residency can have a Brooklyn resident apply on his or her behalf. The sponsoring Brooklyn resident becomes the Program Applicant and will complete a Proof-of-Residency Form together at the Media Center. The Brooklyn Sponsor should bring accepted photo ID and utility bills.

Sponsoring Program Applicant will be required to re-verify Brooklyn residency each year and will have full responsibility for the program.

Applicant Sponsors are responsible for submitting changes in address, phone number or email address via a Change of Information Form. All forms can be found at BRICartsmedia.org/Forms.

Organizations Submitting Programs

Brooklyn-based organizations wishing to sponsor a program on Brooklyn Free Speech must submit a letter:

- from an officer of the organization
- on original company letterhead listing the organization's Brooklyn address
- a copy of its IRS 501(c)3 letter

The letter from the officer should provide the name of the individual who will serve as the Program Applicant. An officer of the organization must submit any changes in this designation in writing. The representative will need an unexpired, government-issued photo ID. These documents must accompany the application.

Minors Submitting Programs

Minors under the age of 18 submitting programs are required to have a parent or guardian sign all forms. The parent or guardian will be considered legally responsible for the content of the program submitted.

Public Record of Access Channel Usage

Information on New Series Application and Renewal Form is a matter of public record pursuant to State Cable Regulation 9 NYCRR 59 Sec. 595.4(c)(10).

Program Scheduling & Priorities

BRIC will attempt to honor scheduling requests. However, BRIC reserves the right to schedule programs within overall program composition and flow, taking into consideration audience building and representation of the wonderful diversity of Brooklyn on the access channels.

While all programs are important to BRIC, we do give the highest priority to the most local programs. Scheduling priority is as follows, starting with the most local:

1. Brooklyn-centric programs created with the use of community media center studios or equipment.
2. Programs produced independently in Brooklyn and submitted by a Brooklyn-based Program Applicant.
3. Programs produced by New York City residents and organizations from the other four boroughs, but submitted by a Brooklyn resident.
4. Programs produced outside of New York City, but submitted by a Brooklyn resident. BRIC reserves the right to limit the amount of imported programming.
5. BRIC will also exercise scheduling discretion to ensure access for new channel users, specials, series of limited duration, and coverage of special events. In rare cases, this may involve the pre-emption of previously scheduled programs. While BRIC reserves the right to change program schedules without notice, we are committed to cablecast of programs during assigned time slots.

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Program Submissions

Programs are uploaded to BRIC at least **four calendar days** in advance of each scheduled cablecast date:

Upload On	For Cablecast
Sunday	Thursday
Monday	Friday
Tuesday	Saturday
Wednesday	Sunday
Thursday	Monday
Friday	Tuesday
Saturday	Wednesday

Programs must be submitted in a timely manner. A series time slot may be cancelled for failure to provide the minimum number of original episodes.

Program Applicants are limited to one series per quarter. Two or more series regularly featuring substantially the same footage are considered the same series, regardless of the program provider or title. Both shows will be considered in violation of policies and subject to cancellation.

Series Renewals

Once a program has been granted a time slot, BRIC will attempt to schedule the show at the same time each subsequent quarter. Current Producers generally are given priority for renewal over new requests for a time slot. BEGINNING SPRING, 2015 PROGRAMS MUST SUBMIT A REQUEST FOR RENEWAL EVERY QUARTER IN ORDER TO KEEP THE TIME-SLOT. Program Applicants must also submit approved proof of residency by the end of each January. Failure to do so will result in loss of time slot.

Program Applicants have the opportunity to request a change in their existing time slot each quarter. BRIC will attempt to accommodate such requests.

A renewing series is subject to scheduling changes, reduction in series frequency, or cancellation depending on a number of factors:

- Number of repeats submitted in the previous quarter
- Number and type of program violations incurred by program
- Number of new time slot requests received
- Request for a Time Slot Change
- Change in type of content in show
- BRIC changes in over-all schedule

If a scheduling change is necessary to accommodate a new series request, BRIC will be guided by the program priorities previously listed (*see Program Scheduling & Priorities*).

Cancelling a Program

Program Applicants who wish to cancel responsibility for a program should submit a Change of Information Form as soon as possible. The Program Applicant's status and responsibilities remain in effect until cancelled in writing.

Formats & Technical Standards

Brooklyn Free Speech only accepts digital files for cablecast. Program Applicants may upload programs using designated computer stations at our community media center during regular business hours or via the internet, when available. Producers using BRIC facilities for upload may do so from digital storage devices such as hard or

flash drives, or from DVDs. We have no accommodations for videotape. BRIC cannot store DVDs, drives or other digital storage devices for community producers. We are not able to accept programs via mail.

Accepted Digital File Formats

The automated system will accept digital files in the following format from digital storage devices or DVDs formatted for data: .mp2 (preferred), .mp4, .m4v, .mov.

Our automation system will upload only one episode per DVD. DO NOT BURN THE DVD WITH A MENU, COLOR BARS, AUDIO TONE, OR BLACK PRE-ROLL! Including these will cause encoding problems for the playback system.

Rights & Distribution

All program rights belong exclusively to the Program Applicant, except:

- The Program Applicant allows BRIC unlimited, non-exclusive cablecast as well as electronic distribution rights to the program without payment of fees or royalties to the Program Applicant or any individual or entity.
- BRIC has the right to use the program and excerpts for promotional and educational purposes.

Program Content Restrictions

BRIC does not prescreen or censor programs and cannot assume responsibility for the content of program aired on Brooklyn Free Speech TV or Brooklyn Free Speech Radio. The following rules apply to all Brooklyn Free Speech programs:

- Content must be non-commercial by nature. Programs cannot advertise, solicit business, or promote commercial products, businesses, services, or transactions.
- Content cannot contain material that is slanderous, libelous, an invasion of privacy, or made unlawfully.
- Content cannot contain unlawful use of material that is copyrighted or subject to ownership, or royalty rights, rights of publicity, or other payment. Producers assume the responsibility of obtaining permission to use any and all content in their productions that may contain copyright and written consent from those who appear on their show.
- Obscene material is not allowed. The First Amendment does not protect obscene speech. Federal law states that **material is obscene if:**
 - The average person, applying contemporary community standards, would find that the work, taken as a whole, appeals to the prurient interest; and
 - The work depicts or describes sexual conduct in an offensive manner;
The work has sexual content and, taken as a whole, lacks serious literary, artistic, political, or scientific value.

For a list of the Federal Communications Commission's (FCC) recent enforcement actions in this area, please visit the FCC's Enforcement Bureau Web Site.

- Content concerning lottery information, gambling, gift enterprise, or similar schemes is not allowed.
- Programs which contain material that is intended to defraud the viewer or designed to **obtain money by false or fraudulent pretenses are not allowed.**
- **The direct solicitation or appeal for funds, items, or services of value for any or all purposes is not allowed, with the exception of non-profit organizations with a 501(c)(3) letter on file with BRIC.**

When program violations are brought to BRIC's attention, steps will be taken to comply with all applicable federal, state, and local laws, rules and regulations. Programs may be cancelled by BRIC staff.

Adult, Violent, Medically Graphic Programming

Brooklyn is a diverse community with differing degrees of sensitivity to content. In order to best serve the entire community, BRIC strives to provide a means of notifying parents or guardians when a program appears on the access channel that may be inappropriate for children.

BRIC wants to assist people in making informed viewing decisions while providing an opportunity for all forms of expression without censorship and in accordance with existing laws.

Programs containing excessive vulgar language, nudity, extreme physical violence, degradation, graphic depiction of invasive medical procedures, or indecent material will be scheduled between the hours of midnight to 5am and will be preceded by a message advising viewer discretion. Indecent material is defined as material that describes or depicts sexual or excretory activities or organs in a patently offensive manner as measured by contemporary community standards. Because we do not prescreen or censor your program, we need your help in identifying whether your program might fit this category.

Program Applicants and Sponsors are responsible for notifying BRIC if their program contains material requiring an advisory message.

Commercial Program Restriction

Commercial programming is strictly prohibited on the public access channels. As noted above, programs may not contain solicitation, advertising, bartering or promotion of commercial products, services, or transactions. Programs may not contain commercial telephone numbers, nor information about purchase of a product or service.

Underwriting Policy

Program Credits for Contribution of Goods and Services

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

- Underwriters must be acknowledged, but only at the beginning and end of the program
- Total credits for all contributions are limited to 60 seconds
- Credit may be aural, visual or both
- Credits may not contain any advertising information or calls to action

Allowed:

- Video titles that include the name, address, phone number and website of the sponsoring company or organization
- Video of the front of the main office or store location
- Video of the sponsor or employees

Not allowed:

- Calls to action such as “buy, “try”, “call now”, “visit today”, or “buy at....”
- Comparative statements, qualitative adjectives, or subjective evaluations such as “*The best hamburgers in Brooklyn...*”
- Video of a service provided for a cost by the organization
- Promotional information, such as any statement regarding price, product, or service descriptions

- On-screen guest information such as address or telephone number may be displayed for a duration of 10 seconds only twice during a 28-minute program. The display may be a lower third reading as follows:
“For more information contact (guest name, organization).”

Any exceptions must be approved by the Vice-President of Community Media.

Charging for Time on the Access Channels

No one can require compensation from individuals in exchange for appearing on Brooklyn Free Speech under the pretense of having purchased time on the channels. Charges or payments cannot be required of a person or organization in order for their content or likeness to appear on a program. Furthermore, channel time may not be sold to another program provider or third party. Violation of this policy is considered a major infraction and can result in cancellation of channel-time and suspension of privileges.

Political Program Policies

Vibrant political speech and civic involvement are among BRIC’s most cherished values. We are proud to be a completely content neutral political forum. For that reason, we adhere to the following policies:

- BRIC does not endorse political candidates or political points of view.
- A political candidate appearing in a program is considered a guest of that program. The appearance does not represent an endorsement by BRIC.
- A political candidate may produce or provide a program for airing on Brooklyn Free Speech in accordance with all the same policies that apply to any producer.
- Public Access is a public forum. BRIC is not an equal-time provider, but an equal-access provider. Channel-time is available to all on an equal basis, but access to it is the responsibility of the speaker. BRIC is not obligated to schedule political candidates in equivalent time slots opposite any political candidate or official.
- BRIC staff will assist political candidates and officials in the same helpful manner they would any producer, without regard to political perspective or popularity.
- A political candidate producing an existing program will not receive a new time slot to provide a different audience. Regular program scheduling rules apply.
- **Program guests may express partisan views and opinions, but cannot use a Brooklyn Free Speech program for fundraising.**
- The start and end of any program that includes a declared political candidate must show a slate containing the following text:

“The views expressed on this program are not those of Brooklyn Free Speech or any of its employees.”

Legal Responsibilities

The Program Applicant must make all appropriate arrangements with, and obtain clearances from broadcast stations, networks, sponsors, music licensing organizations, writers, performer representatives, and any other permissions required to transmit his or her program material over the cable television system.

Program Applicant acknowledges and agrees to be solely responsible for obtaining all clearances and the payment for any public performance, music licenses, and royalty payments that may be required due to the transmission of any kind of performance contained in their program.

Upon request by BRIC, Program Applicant is required to provide satisfactory evidence of such permission within 24 hours.

Program Applicant agrees to indemnify and hold harmless BRIC and any regulating body or person from any and all liability or any other injury, including reasonable costs of defending claims or litigation, arising from or in conjunction with claims for failure to comply with any applicable laws, rules, regulations, or other requirements of local, state, or federal authorities; for claims of libel, slander, invasion of privacy, or the infringement of common law or statutory copyright; for unauthorized use of any trademark, trade name, or service mark; for breach of contractual or other obligations owing to third parties; and for any other injury or damage or equity which is claimed to result from the Program Applicant's use of the public access channels.

Your Relationship with BRIC and Brooklyn Free Speech

Program Applicants and Certified Producers are not employees of BRIC and may not identify themselves as such. Falsely identifying as a BRIC or Brooklyn Free Speech employee is a major infraction and can result in suspension of privileges.

The use of the Brooklyn Free Speech's logo is permitted in advertisements, flyers, and on the program itself. It is not permitted on business cards, clothing, or promotional items created by community producers. Text copy stating "as seen on *Brooklyn Free Speech*" may be used.

As a neutral entity, BRIC does not provide press credentials. Community producers are responsible for soliciting press credentials under their own names or production companies representing themselves as independent, not as BRIC/Brooklyn Free Speech producers. However, a community producer may identify Brooklyn Free Speech as the cablecast platform. For example:

My name is John Sample and I produce "John Sample Show" that appears on Brooklyn Free Speech.

For further questions on use of BRIC / Brooklyn Free Speech identities by community producers, please contact BRIC's Director of Marketing.

Program Credits for Programs Created with Community Media Center Equipment

Programs produced with community media center equipment must show the following slate at the end of the program for at least 10 seconds.

"Produced through the facilities at the BRIC Media Center."

Program Credits for On-Air Guests

Public Access television is a non-commercial entity. Information needed to identify a guest, such as name and organization in lower-third IDs, for instance, may run as often as necessary. However, contact information such as address, phone number or website may only be displayed for a duration of 10 seconds only twice during a 28-minute program or three times during a program 58 minutes or longer. This does not restrict standard lower-third ID of guests, which may be run as necessary. 501(c)(3) organizations offering free services to the public may share contact information as needed. Any other exception is as approved by the Vice-President of Community Media.

Brooklyn Bulletin Board Rules and Procedures

To have an event listed on the Brooklyn Bulletin Board, please submit an announcement by emailing Gen Ai Liu at 718.683.5652 / gliu@BRICartsmedia.org. Please allow at least three weeks prior to the date of your event. Any individual, organization, institution, corporation, or entity with a non-commercial event or service can submit an announcement to be cablecast on the Brooklyn Bulletin Board.

- Preference is given to Non-Profit Organizations with a 501(c)(3) tax certificate on file in our office.
- Staff can only post information submitted in the Bulletin Board Listing Form— media advisories and press releases cannot be accepted.
- Please include a *kill-date* in the submission. Announcements can run for no longer than three months.

- New announcements will take priority over the repetition of old announcements.
- Once the event submission has been approved, an auto confirmation will be emailed to the account registered.
- While BRIC will attempt to honor requests for posting on Brooklyn Bulletin Board, the final determination is at the discretion of BRIC.
- Brooklyn Bulletin Board will accept announcements in foreign languages. However, current technical restrictions may limit which languages can be posted. All foreign language announcements must be submitted in the both the original language and in English for Brooklyn Bulletin Board files.

Brooklyn Bulletin Board is a free service.

Falsifying Information

Submission of false information in connection with a program will result in program cancellation and restrictions in the scheduling of future programs.

Program Policy Violations

BRIC is committed to providing quality community interest, non-commercial programs. These policies are designed to protect these services for the benefit of all. BRIC will make every reasonable effort to inform individuals about programming policies and prohibitions when a violation has occurred and to help correct those violations.

BRIC reserves the right to take any action with regard to program scheduling and transmission to comply with applicable law and to ensure compliance with these policies. At the discretion of the Vice-President of Community Media, persons found violating BRIC policy may be suspended or banned from Brooklyn Free Speech channels and the media center.

Version: December 17, 2018.

Please make sure to follow the most recent version of these guidelines. Subject to change.