



# NYC Media Production Handbook

For Television Producers  
(July 2023)

# TABLE OF CONTENTS

---

<b>OVERVIEW .....</b>	<b>1</b>
<b>STATION ID, PROGRAM ID, AND OTHER ANNOUNCEMENTS.....</b>	<b>2</b>
1. Station Identification Announcements.....	2
2. Program Identification Announcements. ....	2
3. Other Announcements. ....	3
<b>PROGRAM CONTENT .....</b>	<b>4</b>
1. Editorial Control.....	4
2. Change in Program Format. ....	5
3. Promotional Material.....	5
4. Religious Material. ....	7
5. Political Material.....	7
6. Explicitly Prohibited Categories. ....	9
7. Violence. ....	10
8. On-Air Fundraising. ....	10
<b>UNDERWRITING ANNOUNCEMENTS .....</b>	<b>11</b>
1. General Characteristics of Underwriting Announcements. ....	11
2. Basic Terminology.....	11
3. Procedures. ....	12
4. Content. ....	12
5. Frequency and Placement. ....	15
6. Duration. ....	15
7. In-Kind Contributors.....	16
8. Donor List.....	16
9. Underwriter as Program Guest. ....	17
10. Underwriter and Copyright. ....	18
<b>PUBLIC SERVICE ANNOUNCEMENTS .....</b>	<b>19</b>

1. Public Service Announcements.....	19
<b>PROMOTION AND COMMUNICATIONS .....</b>	<b>21</b>
1. NYC Media Logos and Name.....	21
2. Promotional Materials. ....	21
3. Press Coverage and Outreach.....	22
4. Acknowledgements.....	22
5. Awards Submissions. ....	22
<b>DELIVERY AND TECHNICAL SPECS: TELEVISION .....</b>	<b>23</b>
<b>CLOSED CAPTIONING .....</b>	<b>26</b>
<b>PRODUCER DELIVERABLES CHECKLIST .....</b>	<b>30</b>
<b>CHANGE HISTORY .....</b>	<b>33</b>

# OVERVIEW

---

**Thank you** for producing a program for broadcast on NYC Media, the official non-commercial television and radio network of the City of New York. We are proud to broadcast the best in locally created content, and we look forward to working together.

As a network, NYC Media's goals are to inform, educate, and entertain New Yorkers about New York City's diverse people and neighborhoods, government, services, attractions, and activities. NYC Media's flagship channel, NYC Life, explores arts and culture, entertainment and lifestyle, and history and education, and features the people and places that make NYC unique.

NYC Life is a non-commercial, educational television broadcast station licensed to the government of the City of New York by the Federal Communications Commission ("FCC"). All programs on NYC Life must follow the Federal Communications Act and Federal Communications Commission Rules. As a government broadcaster, additional New York State and New York City laws apply to our broadcasts. In addition, NYC Media maintains its own quality and "taste" standards.

**The purpose of the NYC Media Production Handbook** for Television Producers (called the "Handbook" for short) **is to explain many of the important rules, policies, and specifications that apply to the broadcast of your program** and provide forms we will collect from you periodically. The Handbook does not cover every possible situation that may arise or every law, but we've tried to address the most common matters.

It is important that you read the Handbook and refer to it while you are producing your program. If you don't follow the Handbook or if your program violates the law, we might have to ask you to change your program, immediately stop broadcasting it, or terminate our agreement. If you have any questions about the Handbook as you are preparing your program, please contact NYC Media.

Finally, this Handbook is subject to change. Even if the Handbook does not address a situation, NYC Media may require changes necessary to broadcast your show and comply with the law.

# STATION ID, PROGRAM ID, AND OTHER ANNOUNCEMENTS

---

## 1. Station Identification Announcements.

- (a) NYC Media must air an audio-visual station identification announcement that says, “WNYE TV 25 New York” at the top of every hour (or at the nearest natural programming break after the top of the hour). This announcement is required by the FCC Rules, 47 CFR § 73.1201. It includes our call letters, channel number, and location.
- (b) Do not make the station identification announcement yourself. NYC Media will provide you with the audio-visual station identification announcement.
- (c) Do not make an announcement that sounds like a station identification announcement or that uses your program name in place of or in combination with the station identification announcement. For example, do not say, “This is ABC Program Channel 25 New York.”

## 2. Program Identification Announcements.

- (a) You must make a program identification announcement by stating the name of your program, followed by the call letters, near the beginning of your program. The following examples are acceptable announcements:
  - (i) “This is ABC Program on WNYE-TV [or WNYE-TV Channel 25].”
  - (ii) “This is ABC Program on WNYE-TV [or WNYE-TV Channel 25]. Also streaming at [www.abcprogram.org](http://www.abcprogram.org)”
  - (iii) “This is ABC Program on WNYE-TV [or WNYE-TV Channel 25]. Also streaming at [www.abcprogram.org](http://www.abcprogram.org). ABC Program – Bringing you the world.”
  - (iv) “This is ABC Program on WNYE-TV [or WNYE-TV Channel 25]. ABC Program – Bringing you the world.”
- (b) You are required to make at least one program identification announcement per show. But you may identify your program multiple times during your program if you wish.

- (c) You may include a website where your program streams after both the name of your program and the call letters. (See examples (ii) and (iii), above.)
- (d) You may include a slogan about your program. (See examples (iii) and (iv), above.)
- (e) You must never replace the station call letters with the name of your program.  
Unacceptable language for program identification: “This is ABC Program Channel 25.”

### **3. Other Announcements.**

- (a) If you pay a fee to NYC Media to help cover the costs to broadcast your program, you must make an audio-visual announcement at the beginning and end of your program that appears for approximately six seconds that says, “This broadcast of [Program Name] is paid for by [Your Name].”
- (b) If your program might create the impression that it is live, even though it is prerecorded, you must include an audio or visual announcement that says your program was pre-recorded. (Show promos and PSAs are exempt from this requirement.)

# PROGRAM CONTENT

---

## 1. Editorial Control.

- (a) You must retain firm editorial control over your program. You must avoid even the perception of inappropriate influence by funding sources, potential funding sources or anyone else (except NYC Media).
  
- (b) Requirements of your program itself, absent a third-party’s payment, consideration or concerns, must dictate your selection of music and other creative elements – including the people you chose to participate, your use of scenic properties, and the program’s identification of products or services.
  
- (c) The following is not allowed:

<i><b>Not Allowed</b></i>	<i><b>Example</b></i>
Someone (a funder or someone else who isn’t part of your program’s production team) insists on control of your program’s scripts, interviews, or content.	You are producing a cooking show about Christmas cookies. A flour company that sponsors your show insists on approving the show’s script before broadcast.
Someone (a funder or someone else) gives you a program or a segment of a program that they produced and insists that you broadcast it.	You are producing a talk show with a prominent State senator. The senator’s reelection campaign insists that you run a clip of the senator doing volunteer work in exchange for the senator’s appearance.
An interview with, or profile of, any third party that is a funding source, without identifying it as such in the body of the program, as well as in an Underwriting Announcement—and you haven’t obtained approval from MOME.	You are producing a documentary program about popular toys. The program is funded by a famous toy company. You interview the toy company’s president about the history of their toy company without disclosing that the company donated funds to the program. And you have not received approval from MOME.

A foreign government provides programming, and the program does not identify the source of the program, nor have you obtained permission of NYC Media.	You are producing a program about human rights. A foreign political group provides you with a clip that explains a foreign leader’s human rights record. You cannot show this program without express permission of NYC Media.
An organization that has an interest in how your program handles a particular topic provides an honoraria or gift.	You are producing a program about an environmental issue. A corporation that is lobbying against a federal environmental bill addressed in your program offers you and your staff a donation for editing software to make the program look more polished. Do not accept the donation.

- (d) You may not use your program to improperly promote the personal interests of yourself or your employees, officers, or friends. It’s ok to produce a program about a topic that you feel passionately about it, but you must do so in a way that maintains the public trust in NYC Life, serves our audience first, and does not state or imply that NYC Media endorses a particular position.

## 2. Change in Program Format.

- (a) If you wish to change the format of your program, please contact NYC Media as soon as possible, but no less than 10 business days before you want to start broadcasting the new format. Provide a written summary explaining the proposed change in format and, if available, a sample of the proposed new format. NYC Media may approve or reject the change you propose.
- (b) Examples of program changes are (1) reducing a one-hour program to a 30-minute program or (2) changing a topical interview show to a contemporary music showcase.

## 3. Promotional Material.

- (a) **NYC Media may not broadcast advertising under the Federal Communications Act (47 USC § 399b) and other laws.** Advertising includes direct advertisements (such as promotional announcements about products, services, and events) and indirect advertisements (such as a product placement).



- (b) The following are examples of **direct advertisements** that are prohibited:
- (i) A traditional advertisement that promotes a product, service or event.
  - (ii) An interview or other program segment that is overly promotional of the commercial or other interests of the Producer or a third party, regardless of whether the third party is a funding source.
  - (iii) Calls-to-action at the site of a live or pre-recorded program using a club, restaurant, or event venue, etc. to add atmosphere to the program. Inappropriate calls-to-action include identification of the venue in any way other than establishing the location of the program origination.
  - (iv) The use of a public service announcement to identify events that promote or could reasonably be perceived to promote the financial interests of Producer or a third party, regardless of whether a for-profit or non-profit organization.
  - (v) The use of underwriting announcements during the program. Underwriting announcements must only occur at natural program breaks and cannot interrupt regular programming.
- (c) **Indirect advertisements.** You must not place a product or service in your program to promote it, and you must avoid even a perception that you are promoting a product or service. Also, you cannot receive a payment or other benefit in exchange for showing a product or service in the show. NYC Media reserves the right to require that the program be edited to remove any unauthorized placement or something that gives the perception of a product or service placement.
- (i) Use of a product that you received for free (i.e., an in-kind donation) must be incidental. Identifiable close-ups of the brand are not permitted, nor are frequent verbal brand mentions. You may not repeatedly use a product incidentally.
    - ❖ Example: A cooking show may use flour donated by the flour manufacturer in the show, but it cannot feature a closeup on the bag of flour showing the manufacturer's logo. And it cannot repeatedly show a wide shot of the flour bag with its logo showing during one show or during a series of episodes.
  - (ii) You may not use a program to promote a product. Products and services may be included or referenced in a manner that is reasonably related to their necessary use within the program. This means, you cannot focus on a particular product unless it is integral to the show's content.
    - ❖ Example: A cooking show focused on Christmas cookies may show a recipe book of Christmas cookies written by the show's guest if they are

using a recipe in the book. That same cooking show may not display other books written by the author in the background except incidentally.

- (d) **Your donors and sponsor must be acknowledged in a non-promotional manner.** For information regarding appropriate on-air announcements, see the section of this Handbook about [Underwriting Announcements](#).

#### **4. Religious Material.**

- (a) Your program may not further the principles of a particular religious philosophy, promote one religion in comparison with or to the exclusion of another, or include a recorded or live religious service or sermon.
- (b) Your program may include material that touches on the subject of religion. Examples of acceptable material include:
- (i) Traditional religious songs, including Christmas carols and gospel music, if not presented in the context of a religious service.
  - (ii) Social and cultural documentaries about religion or a particular religion.
  - (iii) Guests representing a particular religion discussing social or cultural issues.
  - (iv) Information about social and cultural services provided by religious organizations without regard to religious beliefs.

#### **5. Political Material.**

- (a) Your program may not further the principles of a particular political philosophy, explicitly promote a political agenda or ideology without any balance or recognition that the ideology is only one way of viewing the subject, or support or oppose any candidate for political office. You may not use your program to promote the political interests of yourself or your employees, officers, or friends.
- (b) NYC Media wishes to contribute to a lively debate about contemporary issues. Your program may address political, social, and cultural issues so long as you adhere to the restrictions in this Handbook. Coverage of issues should be accurate, fair, and balanced. You should take care to present competing views on such issues and ensure that the program does not present or imply endorsement of a particular position by NYC Media or the City. NYC Media strongly encourages you to consult with us before you start producing a program that deals with a controversial political, social or cultural issue so that we can help ensure that the program is accurate, fair, and balanced. In some cases,

involving controversial content, NYC Media may ask you to include a disclaimer like the following: “This program was produced by XXXX, which is solely responsible for its content.”

- (c) **Political Candidates.** NYC Media will not broadcast any program that includes the image and/or sound of a candidate for elective office unless it is part of a news program, including a
- (i) bona fide newscast.
  - (ii) bona fide news interview.
  - (iii) bona fide news documentary (if the appearance of the candidate is incidental to the presentation of the subject or subjects covered by the news documentary), or
  - (iv) on-the-spot coverage of bona fide news events (including but not limited to political conventions and activities incidental thereto).

Be aware that this applies to rebroadcasts of programs—some entertainers run for elected office. NYC Media will not rebroadcast a show that includes the image and/or sound of a candidate for elective office playing a character or participating in an activity (such as cooking or an interview about their entertainment career) until after the individual’s election.

NYC Media will not broadcast an underwriting announcement or PSA that includes the image and/or sound of a candidate for elective office.

**If you plan to include a candidate for elective office** in your program, please submit the name of the candidate and a description of the program in which you’d like to include them (with the proposed date of the program) to [compliance@media.nyc.gov](mailto:compliance@media.nyc.gov) at least 10 business days prior to the scheduled broadcast date. MOME will determine if the proposed appearance within your program constitutes news, pursuant to the Federal Communications Act, 47 USC §§ 312 and 315.

## 6. Explicitly Prohibited Categories.

(a) You must make sure that your program does not contain:

(i) Obscene material. The broadcast of obscenity is a crime under federal law, 18 U.S.C. § 1464.

(A) “Obscene material” is defined by the FCC as material that: (1) an average person, applying contemporary community standards, must find that the material, as a whole, appeals to the prurient interest (i.e., material having a tendency to excite lustful thoughts); (2) the material must depict or describe, in a patently offensive way, sexual conduct specifically defined by applicable law; and (3) the material, taken as a whole, must lack serious literary, artistic, political, or scientific value.

(B) An example of obscene material is showing a clip from a pornographic film.

(ii) Indecent material. The broadcast of indecent material between 6:00 a.m. and 10:00 p.m. is prohibited by the FCC Regulations, 47 CFR § 73.3999.

(A) “Indecent material” is defined by the FCC as language or material, which, in context, depicts or describes, in patently offensive terms as measured by contemporary community standards for broadcast, sexual or excretory organs or activities.

(B) To determine whether the content contains “indecent material”, NYC Media will look to, among other things, the following factors: (1) whether the description or depiction is explicit or graphic; (2) whether the material dwells on or repeats at length descriptions or depictions of sexual or excretory organs or activities; and (3) whether the material appears to pander or is used to titillate or shock.

(iii) Profane language.

(A) “Profane language” is language so grossly offensive to members of the public who actually hear it as to amount to a nuisance.

(B) To determine whether the content contains profane language, NYC Media will look to, among other things, the following factors: (1) whether the description or depiction is explicit or graphic; (2) whether the material dwells on or repeats at length descriptions or depictions of sexual or excretory organs; and (3) whether the material appears to pander or is used to titillate or shock.

(C) If your content includes profane language, you must completely remove the audio of the profanity and blur the mouth of the person speaking if appearing on camera so that the profanity cannot be deciphered by reading the speaker’s lips.

- (iv) false, misleading, or defamatory material.<sup>1</sup>
- (v) material constituting an invasion of privacy or, without permission, discloses personal identifying information such as addresses, phone numbers, email addresses, private social media handles, license plates, etc.
- (vi) material that attacks someone personally or to responds to a personal attack.
- (vii) material that uses a name, portrait, picture or voice of someone for the purpose of advertising or trade without their written consent. This applies to people whether living or deceased, under NY Civil Rights Law §§ 50, 50-f, and 51.
- (viii) material that violates another person’s copyright.
- (ix) material that promotes unlawful or illegal goods, services or activities.
- (x) an image of a person who appears to be a minor in a sexually suggestive dress, pose, or context.
- (xi) material that is so violent, frightening, or otherwise disturbing as to reasonably be deemed harmful to minors.
- (xii) material that promotes tobacco or tobacco-related products or electronic cigarettes or products related to electronic cigarettes.
- (xiii) material that promotes alcohol or alcohol-related products.
- (xiv) material that promotes gambling or a gambling establishment or website.
- (xv) material that implies or declares an endorsement by NYC Media, Mayor’s Office of Media and Entertainment, or the City of New York, of any service, product or your point of view.

## **7. Violence.**

- (a) Violence, if depicted at all, should generally be depicted as an inappropriate method for resolving conflicts.
- (b) Content glorifying violence will not be broadcast on NYC Life.

## **8. On-Air Fundraising.**

- (a) You may not engage in on-air fundraising, except for and as approved by NYC Media.

---

<sup>1</sup> Generally, defamation consists of publication or broadcast of a false statement that harms the reputation of an individual or identifiable group, such as a business or organization. For more information about defamation consult with your attorney and visit the [NYC Bar Association’s Legal Referral Service’s webpage](#) that explains defamation.

# UNDERWRITING ANNOUNCEMENTS

---

## 1. General Characteristics of Underwriting Announcements.

- (a) If you receive or someone promises to give you cash or other financial support, you must acknowledge the donation with an Underwriting Announcement and a specific acknowledgement that the program was made possible by the support. (See section 7 below for requirements for the acknowledgment of in-kind services, goods, and property.)
- (b) You must acknowledge the true identity of the Underwriter in the Underwriting Announcement. You must make reasonable efforts to determine if the provider of the funds is either the true and complete source of the funds or serving as an agent for or representative of any other person or entity.

## 2. Basic Terminology.

- (a) “Underwriter” - A third party (e.g., individual, business or foundation) that has contributed or promised cash or other financial support that is not in-kind goods, services or property, to finance, in whole or in part, the production of a program.
  - (i) Acceptable alternative terms: “Funder”, “Donor”, “Supporter”.
  - (ii) Unacceptable alternative terms: “Sponsor”, “Advertiser”.
- (b) “In-Kind Contributor” – A third party that has contributed or promised free or discounted goods, services, or property to support a program. Free or discounted goods, services or property that aren’t used on or in connection with a program or are provided in exchange for promotional purposes are not in-kind contributions.
- (c) “Underwriting Announcement” – On-air acknowledgement of the support of the Underwriter for the program. A major In-Kind-Contributor may receive an Underwriting Announcement with NYC Media’s prior approval.
  - (i) Acceptable alternative terms: “Announcement”, “Credit”.
  - (ii) Unacceptable alternative terms: “Spot”, “Commercial”, “Promotion”.

- (d) “Underwriting Break” – A time period when two or more Underwriting Announcements for different funding sources appear together. Unacceptable alternative term: “Commercial Break”.
- (e) “Additional identifying information” – Information appearing after the identification of the name of the funder to describe its activities, services, or products. Acceptable alternative terms: “Copy”, “Script”.

### **3. Procedures.**

- (a) You must submit all new Underwriting Announcements and changes to approved Underwriting Announcements to NYC Media for review and approval **a minimum of 10 business days prior to broadcast**. You must submit the announcement as an electronic file together with the Underwriting Announcement Schedule form, including time codes and running times.
- (b) If an Underwriting Announcement is in a language other than English, the video copy, audio copy or written text, as applicable, must be accompanied by a written English translation annotated with total running time and time code.
- (c) If you include an Underwriting Announcement in your program without NYC Media’s prior approval, you may be liable for violating this Underwriting Content Policy and Handbook.

### **4. Content.**

- (a) Your Underwriting Announcement must be presented in a factual, non-commercial manner; it shall not give an overall commercial appearance.
- (b) Your Underwriting Announcement may identify, but may not promote, the Underwriter’s products, services or company.
- (c) You may not acknowledge a program producer in an Underwriting Announcement, even if they contributed financially to the production.
- (d) The Underwriting Announcement must include information that the announcement is acknowledging support of the program. All Underwriting Announcements must contain acceptable funding identification language as outlined below. In the case of multiple funders, the main funding identification can occur at the top of the Underwriting Break, (e.g., “This program is made possible by...”). The words “and by” may be used in between Underwriting Announcements to maintain flow of copy but are not required.

- (e) the words “in part” must be used when the production costs are only partially covered by underwriters and the balance is assumed by the Producer of the program. This will avoid the perception that the program was funded in its entirety by the underwriters.

<i>Acceptable</i>	<i>Unacceptable</i>
“This program is made possible (in part) by . . .”	“This program is brought to you by...”
“Support for this program is provided (in part) by . . .”	“This program is sponsored by...”

- (f) Additional identifying information –

- (i) Acceptable elements:

- (A) Single-announcer voiceover.
- (B) Use of well-established slogan. Certain well-established slogans, however, contain unacceptable elements. For example, company slogans that contain general product-line descriptions are acceptable if not designed to be promotional in nature. NYC Media in its absolute discretion will make the final decision.
- (C) Logos or logograms used by corporations or businesses are permitted as long as they do not contain comparative or qualitative descriptions of the Underwriter’s product or services.
- (D) Description of activities, services and products in a neutral manner intended to identify but not promote the Underwriter.
- (E) Value-neutral descriptions of the Underwriter’s products or services (i.e., the underwriting announcement should be informational not promotional). NYC Media in its absolute discretion will make the final decision.
- (F) Depiction of a product in use in a non-promotional manner.
- (G) Music, including lyrics, neither of which provides information about the company, its products or services.
- (H) Mention of the company’s location, phone number, social media info and/or web address, except as specified below.

- (ii) Unacceptable elements:

- (A) Regarding paragraph 4(f)(i)(H) above, such mention:
  - (1) Cannot appear throughout visual credits. Must be the final statement and/or visual element. Can be displayed and spoken in visual credits and repeated once in audio credits.



- (2) Letters permissible for phone number, social media or website (1-800-CADILLAC or disney.com) but not calls-to-action (1-800-GETMET).
  - (3) Cannot contain call-to-action to visit location, social media, website or call phone number.
- (B) Call-to-action - anything that is designed to elicit a viewer/listener response or is an inducement to buy, sell or lease products or services, or share personal information, including but not limited to:
- (1) "Come on down." "Stop by for a visit." "Call now."
  - (2) Mentions of free offers
  - (3) Lotteries/contests
  - (4) Visual depictions that primarily promote rather than depict in an informational manner the products or services
- (C) Pricing information (including sales or discounts) or similar descriptive language, including but not limited to the following examples:
- (1) "\$49.99"
  - (2) "6.95% annual interest rate"
  - (3) "No fees"
  - (4) "Free"
  - (5) "inexpensive," "competitive rates," "high interest rates," etc.
- (D) Comparative, promotional, or qualitative language - Language that compares, promotes or goes beyond factual description of the Underwriter's activities, services and products. Comparative, qualitative and descriptive language used in underwriting announcements is not rendered nonpromotional and permissible merely because the underlying message was "verifiable;". Such language includes but is not limited to the following examples:
- (1) "unique"
  - (2) "the only..."
  - (3) "world class"
  - (4) "quick," "lightning-fast," etc.
  - (5) "revolutionary"
  - (6) "best", "better"
  - (7) the "first"
  - (8) "winner of the Best Service Award" (even though factual, is primarily promotional)

- (E) “menu listings” of products or services offered (e.g., “Cell phones from companies such as Verizon Wireless, Cricket, T-Mobile, Virgin Mobile, TracFone”).
- (F) “menu listing” of the qualifications or attributes of the underwriter’s personnel.
- (G) Use of multiple voices; voiceover by on-screen actor, person, or character appearing in the program or a program narrator; actor speaking directly to camera; or dialogue.
- (H) Use of product sounds.
- (I) Use of corporate spokespersons (with the exception of unidentified voiceovers), endorsements, or testimonials of any kind.
- (J) Use of music with lyrics, or jingles, in which the lyrics directly provide information about the company, its products or services.
- (K) Demonstrations of consumer satisfaction.

## **5. Frequency and Placement.**

- (a) Underwriting Announcements must occur at natural program breaks and must not interrupt regular programming.
- (b) Maximum number of Underwriting Breaks is two for a half-hour program and three for a one-hour program.
- (c) An Underwriter can only have one Underwriting Announcement air in one of the Underwriting Breaks each half-hour.
- (d) Final closing Underwriting Break should be last element of the program.
- (e) Producer must submit an [Underwriting Announcement Schedule](#) to NYC Media for approval as to content and placement no later than 10 business days prior to the intended broadcast.

## **6. Duration.**

- (a) Maximum length for an Underwriting Announcement is 30 seconds.
- (b) Maximum length for an Underwriting Break is 90 seconds.
- (c) If Producer chooses to run Underwriting only ONCE in a program (either at the beginning or only at the end of the program), the length of that Underwriting Break can be up to 90 seconds.

## 7. In-Kind Contributors.

- (a) In-kind goods, services and property that are free or provided at a reduced price may be acknowledged in production credits in the normal text of the production credit roll but not in an Underwriting Announcement.
  - (i) **Exception:** An exception to 7(a) may be made, and an In-Kind Contributor may receive an Underwriting Announcement, if: (1) the goods, services or property provided were a major component of successfully producing the program; and (2) the goods, services or property were significantly greater in value than the support provided by other In-Kind Contributors to the program. Please contact NYC Media if you would like to discuss including an Underwriting Announcement for an In-Kind Contributor in your program.
- (b) In-kind credits may identify the product or service provided. No slogans, logos, locations, telephone numbers, social media info or website addresses are permitted.
- (c) Product placement or even the perception of product placement for in-kind goods, services or property must always be avoided.

## 8. Donor List.

- (a) You must provide a list of donors supporting your program or series to NYC Media quarterly on the [Donor List Form](#) in this Handbook to comply with 47 CFR section 73.3527(e)(9). The Donor List must include Underwriters and other financial supporters of your program. Even if you did not air *new* episodes during the quarter (but you provided content for rebroadcast), you must provide the Donor List.
  - (i) Institutional donors: You must include a cash or in-kind donation of *any value* from an institutional donor that supports a specific program or your series. Institutional donors include businesses, non-profit organizations, foundations, schools, government entities, and other organizations.
  - (ii) Individual donors: You must include a *substantial* cash or in-kind donation from an individual that supports a specific program or your series. If you receive an in-kind or cash donation from an individual that is over \$1,500, please inform NYC Media and we will tell you if you must include it on the Donor List.
- (b) If no donors funded your program, please submit a completed [Donor List Form](#) that says “None” in the list of donors.

(c) The donor list is due as follows:

<b>Quarter</b>	<b>Due Date</b>
January 1 – March 31	April 1
April 1 – June 30	July 1
July 1 – September 30	October 1
October 1 – December 31	January 1

## **9. Underwriter as Program Guest.**

- (a) If you wish to include the appearance of an Underwriter on your program, you must obtain written approval from by NYC Media at least 10 business days in advance of the program. You must include the name of the underwriter and guest, a description of the purpose of their appearance, a description of the program and episode they will appear in, the approximate length of time they will appear in the program, any announcements you plan to make in connection with the guest and a summary of what will be discussed when the underwriter appears as a guest.
- (b) A program Underwriter may occasionally appear as a guest on the program provided the following criteria are met:
- (i) If you chose to include an underwriter, you must do so in an interview or news format.
  - (ii) Information from the underwriter-guest must be presented in a non-promotional manner and it must be relevant to the general community.
  - (iii) Prior to the start of the segment, and at its conclusion, you must identify the guest as an Underwriter. For example: “Dr. John Doe is chair of XYZ Corporation, which is an underwriter of ABC program.”
  - (iv) You may display the name and professional affiliation of the guest graphically or announce it for a maximum of ten seconds and a maximum of two occurrences during the segment. You may not display or announce other identifying and contact information about the guest (address, phone, website, social media or description of services provided) at any time during the program segment.
  - (v) If you direct viewers to a website for more information, you must use the program website. You may not use the guest’s website or an associated website.
  - (vi) All Underwriting Announcements for the guest or the guest’s organization must be separated to the greatest extent possible from the program segment featuring the guest.
- (c) The Underwriter may not appear on a regular basis and should not appear more than once a month.

**10. Underwriter and Copyright.**

- (a) Underwriters cannot hold or share copyright to the program.
- (b) If any other entity holds or shares copyright to the program with you, NYC Media must approve it.

# PUBLIC SERVICE ANNOUNCEMENTS

---

## 1. Public Service Announcements.

- (a) You may include PSAs in your program if they meet the requirements below and the requirements that apply to content and underwriters generally in this Handbook.
- (b) A public service announcement (“PSA”) is an announcement for which no charge is made and that serves community interests by identifying programs, activities, or services (“events”) of governmental or other non-profit organizations. PSAs are 30 seconds or less.
- (c) If you include a PSA in your program, including a PSA created by a City agency, you must submit it to the [NYC Media submissions web page](#) for review and approval **a minimum of 10 business days prior to broadcast unless waived or otherwise noted in writing by NYC Media.**
- (d) Multiple combined PSAs are also referred to as a “community bulletin board.” The following limits apply to community bulletin boards:
  - (i) The community bulletin board must not exceed three minutes in one language (or six minutes if the community bulletin board is in English and repeated in another language).
  - (ii) You may include one community bulletin board in your program. If your program is more than three hours, you may include two community bulletin boards.
  - (iii) The community bulletin board should be separated from any underwriting announcements and air in a natural program break in the program.

<i><b>Acceptable</b></i>	<i><b>Not Acceptable</b></i>
Identify a program, activity, or service of a governmental or non-profit organization.	Identify a program, activity, or service of a for-profit organization or business.
Refer to a specific program, activity or service and/or include a date, time, location, and brief description of the event. For example, the PSA could say,	Refer to an ongoing program, activity or service. For example, the PSA could not say, “ABC Hospital, for all your medical needs!”

“ABC Hospital is giving out free masks on May 1!”	
State that a small contribution may be requested.	State pricing information (except a small contribution request).
Airing a PSA for free.	Airing a PSA in exchange for money, services, or other consideration.
Primarily serve the public.	Promote or is reasonably perceived to promote your financial interests or any third party, regardless of whether the event is organized by a for-profit or non-profit organization.
	Acknowledge an underwriter or other donor in a PSA.

(e) PSAs must comply with the content requirements noted in section 4 of the Underwriting Announcements Policy.

# PROMOTION AND COMMUNICATIONS

---

We want your program to reach a wide audience, and we hope to support your efforts to promote it.

In any promotion of your program, remember that your series is airing on a public non-commercial broadcasting station operated by the government City of New York. It is necessary that the station is described accurately.

If you intend to issue a press release, advertise, create a website or distribute other promotional materials for your program, you must consult with NYC Media and the Mayor’s Office of Media and Entertainment’s Communications Unit. By working together, we can ensure that tune-in information is accurate, we comply with the law, and make sure our respective brands are protected. We may be able to co-market the program, reaching an even wider audience.

## 1. NYC Media Logos and Name.

- (a) You may not use the NYC Media or NYC Life logos unless you have written permission from NYC Media.
- (b) You may not use your name or the name of your program in a way that may imply that you or your program is part of or endorsed by New York City government, NYC Media entity or another governmental program.
- (c) You may not combine the name of any program with any logo or other identification of NYC Media such as a logo that is displayed as “Program ABC WNYE-TV” or “Program ABC 25.”

## 2. Promotional Materials.

- (a) Submit draft press releases and promotional materials to NYC Media at least 10 days prior to release.
- (b) Press/promotional materials include but are not limited to press releases, advertisements (posters, newspaper/digital ads, social media ads, etc.), e-blasts, websites, website graphics, and social media accounts. Please contact NYC Media if don’t know if certain material is either press/promotional in nature.



### **3. Press Coverage and Outreach.**

- (a) You must notify NYC Media of any intended statement to the press (e.g., participating in an interview) at least 2 days prior, and at least 7 days prior to the intended submission of written material for publication, e.g., sending out a press release or participating in an interview, where it concerns your series broadcast by WNYE. We may allow less time in special circumstances.
- (b) These requirements are effective at any time either prior to, during or after completion or termination of your series and applies to any media of communication (print, news, television, radio, Internet, etc.).

### **4. Acknowledgements.**

- (a) When referencing your underwriters in press or promotional materials, only approved language in the [Underwriting Announcements](#) section is allowable.

### **5. Awards Submissions.**

- (a) If you are submitting your series for any awards, such as the New York Emmys, please inform NYC Media at least five business days in advance. The broadcasting station should be listed as NYC Life. This will help us to prepare for the event that you receive any nominations or win any awards.

# DELIVERY AND TECHNICAL SPECS: TELEVISION

---

This document details the technical parameters and requirements for media submitted for broadcast on NYC Media.

For tips on how to output, including how to make sure your audio levels are suitable if mixed directly in Adobe Premiere, see this video: <https://vimeo.com/454745344>

If you have any questions, and ordinarily deliver your program to Master Control directly, please contact Director of Facilities and Compliance, Terence M. O'Driscoll, at [todriscoll@media.nyc.gov](mailto:todriscoll@media.nyc.gov). For all other questions, please contact Phil Ng, Broadcast Traffic Coordinator, at [png@media.nyc.gov](mailto:png@media.nyc.gov).

Deliverable	Specifications	Notes
Program File	<p><u>Program length:</u></p> <ul style="list-style-type: none"> <li>• Long form               <ul style="list-style-type: none"> <li>○ Community Programmers                   <ul style="list-style-type: none"> <li>▪ 00:29:00:00 = ½ hour shows</li> <li>▪ 00:59:00:00 = 1-hour shows</li> </ul> </li> <li>○ Producers                   <ul style="list-style-type: none"> <li>▪ 00:26:46:00 = ½ hour shows</li> <li>▪ 00:56:46:00 = 1-hour shows</li> </ul> </li> </ul> </li> <li>• Short form must be multiple of 30 seconds exactly (e.g., 00:00:30:00 or 00:01:00:00 or 00:01:30:00). Length must be approved by NYC Media before delivery.</li> <li>• All episodes of a series must have matching durations.</li> </ul> <p><u>Program formatting:</u> Three (3) frames of black at head and tail (No bars, tone or slate.)</p> <p><u>Filename format:</u> name of show, season number, episode number, and NOLA code</p> <ul style="list-style-type: none"> <li>• Example: NINE0802_Dance.mov NINE = code for \$9.99 08 = Season 8 02 = Episode 2 Dance = theme of the episode</li> </ul> <p><u>File Format:</u> MXF OP1a</p> <ul style="list-style-type: none"> <li>• Frame rate: 29.97i</li> <li>• Frame size: 1920x1080</li> <li>• Field dominance: Upper field first</li> <li>• Time code: Drop frame</li> <li>• Anamorphic: No</li> </ul>	<p>Program Files are only accepted through digital delivery through a file transfer service approved by and compatible with NYC Media.</p> <p>After delivering a program file, producer should also send a follow-up email to <a href="mailto:mcops@media.nyc.gov">mcops@media.nyc.gov</a> and <a href="mailto:techops@media.nyc.gov">techops@media.nyc.gov</a> advising that a program file has been uploaded.</p> <p>Properly formatted a 26:46:00 program will be under 10GB. Check encoding settings if it is not.</p> <p>Use “broadcast filter” to legalize your video in FCP or AVID or use the provided Compressor droplet on your final QuickTime.</p> <p>Sidecar files that need to be edited by NYC Media should be delivered as SRT, while sidecar files that will air as is should be sent as SCC.</p> <p>Remember to check audio levels prior to delivery. If audio levels are not suitable for broadcast, NYC Media will not broadcast the program.</p>

Deliverable	Specifications	Notes
	<ul style="list-style-type: none"> <li>• Codec: XDcamHD 50 422,</li> <li>• Max video levels: 100 I.R.E.</li> <li>• Max chroma levels: 110 I.R.E.</li> <li>• Audio sample format: 48kHz / 24 or (16 bits if 24 not available)</li> <li>• Channels: 2 (only ch 1 and 2)</li> <li>• Mix: Stereo (if mono, same signal on 1 &amp; 2 at same level). <i>No M&amp;E, splits or unmixed tracks.</i></li> <li>• Alignment levels @ 1000 Hz: -20 dB FS (as read digitally)</li> <li>• Peak: -12 dB FS (as read digitally)</li> </ul>	
<p>Closed captioned file</p>	<p><u>File format:</u> Sonic Scenarist Closed Caption file (SCC or SRT file)</p> <p><u>Timebase:</u> 29.97 fps drop frame</p> <p>Start of timecode: 00:00:00:00 (corresponding to the first frame of the QuickTime delivered)</p> <p>If using Adobe Premiere, you are able load the SCC captions and embed the captions straight in your MXF video as a 708 caption. This allows you to control and adjust any issues with the captions. Still include the separate SCC file as a backup.</p>	<p>CC File Name Format:</p> <p>Programs for Broadcast: Sonic Scenarist Closed Caption file (.scc file)</p> <p>For assets with embedded closed captioning, append "cc" to file name. <i>Example:</i>       SONY0101CC.mov</p> <p>For assets with closed captioning on a separate file, asset file name must match closed captioning file name. <i>Example:</i> Asset File: SONY0101.mov CC File:     SONY0101.scc</p>

# CLOSED CAPTIONING

---

All programs in English language and Spanish language long form content must be closed captioned for broadcast and Internet delivery under federal law. For more information, visit the FCC website: <http://www.fcc.gov/guides/closed-captioning>.

1. **Cost.** Unless otherwise specified in writing, you are responsible for your program’s closed captions. You must both pay the costs of closed captioning and arrange for the closed captions to be added to your program.
2. **Pre-Approval.** Before you send a program to a company to be closed captioned, you must submit the program to NYC Media for written approval. If you don’t follow this rule, and NYC Media requires changes to your program, you must pay for the additional cost of changing the closed captions.
3. **Timing.** You must build time for captioning into your production timeline. Unless you are doing your own captioning, standard turnaround time for most closed captioning service providers is 72 hours, though some providers may deliver within a 24-hour turnaround. If your required turnaround is less than 72 hours, a provider may impose rush charges.
4. **File Name Format.** All file names must incorporate the NOLA code of delivery masters.
  - For assets with embedded closed captioning, append “cc” to the file name.  
*Example:*       SONY0101CC.mov
  - For assets with closed captioning on a separate file, the asset file name must match the closed captioning file name.  
*Example:*       Asset File: SONY0101.mov  
                  CC File:     SONY0101.scc
  - To get the NOLA code of your show, please contact Milly Perez, Director of Broadcast Operations at [miperez@media.nyc.gov](mailto:miperez@media.nyc.gov).
5. **Delivery.** NYC Media requires programs to be delivered in MXF file format, preferably

with the closed captioning embedded or alternatively on a separate file and delivered **at the same time** as the asset file. These are the video file specifications:

- MXF video file
- Aspect Ratio: 1920 x 1080
- Frame Rate: 29.97
- XDCAM HD50 NTSC 60i
- Audio - 24 bit Stereo/48,000Hz

**6. Tutorial.** For a tutorial on how to send the closed captioning to NYC Media, visit [on.nyc.gov/43EAK6R](https://on.nyc.gov/43EAK6R)



# DONOR LIST

Please list donors for the preceding three months. If there are no donors, state "None" on line 1. Email this form to [compliance@media.nyc.gov](mailto:compliance@media.nyc.gov) on the first of each January, April, July and October and **only** check one box for the period below.

PROGRAM NAME: \_\_\_\_\_

Period: Jan 1-Mar 31  April 1-June 30  July 1-Sept 30  Oct 1 - Dec 31  Year: \_\_\_\_\_

DONOR NAME(S):

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_
11. \_\_\_\_\_
12. \_\_\_\_\_
13. \_\_\_\_\_

Did you remember to do this? : (1) Fill in the program name  ; (2) check only one time period above  ; (3) list the appropriate year  ; (4) list the donors or list NONE if there are no donors  and (5) print, sign and date the bottom of the form where indicated .

*I hereby certify that the information above is true and correct and consistent with NYC Media Policies, the Federal Communications Commission Rules, and other applicable laws.*

PRINT NAME: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_



# UNDERWRITING ANNOUNCEMENT SCHEDULE

Email this form to [compliance@media.nyc.gov](mailto:compliance@media.nyc.gov) no later than 10 business days prior to broadcast for approval.

DATE SUBMITTED: \_\_\_\_\_

**media**

PROGRAM NAME / EPISODE #: \_\_\_\_\_

BROADCAST DATE AND TIME: \_\_\_\_\_

**Instructions:**

1. List names of all programs/segments with start times and lengths.
2. List names of all Underwriting Breaks with start times and lengths.
3. List names of all individual Underwriters with start times and lengths.
4. Attach a script of each Underwriting Announcement (translated into English as applicable).
5. Attach additional sheets as necessary.

**Requirements (as specified in Underwriting Content Policy):**

1. Number of Underwriting Breaks not to interrupt programs/segments and not to exceed three (3) per hour, two (2) per half-hour.
2. Length of Underwriting Break not to exceed ninety (90) seconds.
3. Individual Underwriting Announcement not to exceed thirty (30) seconds.

PROGRAM/SEGMENT TITLE	UNDERWRITER	START TIME	LENGTH

I hereby certify that the information above is true and correct and consistent with NYC Media Policies and FCC Rules.

PRINT NAME: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_



# PRODUCER DELIVERABLES CHECKLIST

---

You must follow the instructions below for submission of materials and submit them on time pursuant to your agreement's delivery schedule. If you don't submit on time or forget something, we may not be able to broadcast or sufficiently promote your program.

## 1. PROGRAM MEDIA

- **Program Files** (with closed captioning embedded unless on a separate file)
- **Closed Captioning Files** (unless closed captioning embedded in Program File or NYC Media is handling closed captioning)
- **30-second final promo cuts** (for broadcast and taxis, if applicable)
  - If NYC Media has directed you to deliver your program directly to Master Control, after uploading it as directed, you must send a follow-up email to [mcops@media.nyc.gov](mailto:mcops@media.nyc.gov) and [techops@media.nyc.gov](mailto:techops@media.nyc.gov), stating that a program file has been uploaded. The email should include the exact file name of the program delivered.
  - For all other programs, after final approvals, submit your program master files to Phil Ng, Broadcast Traffic Coordinator, at [png@media.nyc.gov](mailto:png@media.nyc.gov).
  - *NYC Media does not accept program files in physical hard drives.*

## 2. PROGRAM INFO

*Upon request, deliver all program info and descriptions below to the designee of the NYC Media general manager.*

- **Program Description** (maximum 140 characters). Description of overall show. To be used for listings, in publicity/marketing materials, and on website.
- **Episode list and titles.** (Submit one month in advance of first broadcast (if applicable)).
- **Episode Descriptions** (maximum 140 characters). Descriptions of each individual episode. To be used for listings, in publicity/marketing materials, and on website.
  - *Please note if you are still producing your episodes by the deadline, you may provide the individual episodic descriptions as you deliver episodes. However, if this is NOT the case, TV listings will default to only a summary of the series for the entire season.*

- **Show/Episodic Images**
  - One 1400 x 1400 image of logo/open
  - One 640 x 360 image per episode
  - One show logo as .EPS or Illustrator file
  
- **Style guides used for show**
  - RGB or HEX of main colors used in graphics
  - Any fonts used to create the title treatments or graphics
  - Any art for the show over 300 dpi. (If no 300 dpi art is available, please send high resolution stills taken during production)
  - Title graphic
  
- **Contact info for viewers.** Contact information, website that can be provided to viewers.

**Additional information NYC Media may request:**

- **Key Personnel Bios.** Current bios of producers, directors, on-air talent and other key personnel. To be used in publicity/marketing materials, and on website.
- **Featured info.** List of local businesses or organizations featured in the episodes, along with their social media handles.
- **Social Media links.** Twitter, Facebook and Instagram handles for show and/or hosts.

**3. PROMOTIONAL MATERIALS**

- All promotional materials must comply with NYC Media’s Communications policy and be sent to [generaldelivery@nycmedia.gov](mailto:generaldelivery@nycmedia.gov).

**4. FORMS (Provided in Production Handbook)**

Form	Due By	Notes
<b>Underwriting Announcement Schedule</b>	No later than 10 business days prior to broadcast.	
<b>Donor List</b>	Quarterly, by the first of each January, April, July and October.	The lists of donors contributing cash or other financial support to specific programs broadcast on the stations for the three (3) months prior. NYC Media is required to keep these lists in the FCC Public File for two (2) years from the date of the broadcast of the specific program supported.
<b>Music Cue Sheet</b>	Upon request.	Producers are required to document all music use in programs upon request from NYC Media for a specific time period due to audit/logging obligations.

## Weekly World of Music, Rock and Roll

### Sample Music Cue Sheet

Cue Sheet Classification: Revision  
 Date Prepared: 7/7/15

Initial Airdate: 6/18/15  
 Category: Series  
 Version: Cable  
 Network/Source: MTV

Program/Show Duration: 30 min. 0 sec.  
 Total Music Duration: 5 min. 28 sec. (auto calc.)

Program (series, film, etc.) Title: Weekly World of Music  
 Program Title AKA(s): World of Music  
 Episode Title: Rock and Roll  
 Episode Title AKA(s): Rock N Roll  
 Episode Number: 103  
 Production Number: WWM0103

Production Company: Music Music Music Productions  
 Mailing Address: 3422 Music Place, This City, CA 31234-1768

Cue Sheet Prepared By: Ima Worker  
 Email Address: iworker@example.com

Usage Codes: BI = Background Instrumental | BV = Background Vocal | VI = Visual Instrumental | VV = Visual Vocal | MT = Main Title Theme | ET = End Title Theme | Logo

Seq. #	Cue Title (Song/Track Name)	Usage	(optional)			Duration min. sec.	Role	Composer/Writer		Publisher Name	PRO	
			Time In h mm ss	Time Out h mm ss				First (and Middle) Name	Last Name		Affiliation	Shares
1	Weekly World Opening Theme	MT	0 00 00	0 00 32	0 32	Composer	Samuel James	Jones	My Publishing Co.	BMI	50.00%	
							Joseph B.	Williams		ASCAP	50.00%	
										ASCAP	50.00%	
										ASCAP	50.00%	
2	Weekly World Bumper	BI	0 05 25	0 05 40	0 15	Composer	Samuel James	Jones	My Publishing Co.	BMI	50.00%	
							Joseph B.	Williams		ASCAP	50.00%	
										BMI	50.00%	
										ASCAP	50.00%	
3	Pop Song	VV	0 12 00	0 15 43	3 43	Composer	Swen	Taylor	SvenSongs USA	PRS	60.00%	
							Galen	Brown		PRS	40.00%	
										BMI	100.00%	
4	Moonlight Sonata	BI	0 20 01	0 20 19	0 18	Composer	Ludwig van	Beethoven	JoWill Music	PD		
							Joseph B.	Williams		ASCAP	100.00%	
										ASCAP	100.00%	
5	Weekly World Closing Theme	ET	0 29 15	0 29 50	0 35	Composer	Samuel James	Jones	My Publishing Co.	BMI	50.00%	
							Joseph B.	Williams		ASCAP	25.00%	
							Sarah	Smith		SESAC	25.00%	
										BMI	50.00%	
										ASCAP	25.00%	
										SESAC	25.00%	
6	Music Music Music Productions Logo	Logo	0 29 52	0 29 57	0 05	Composer	Sally	Simpson	Music Music Music Publishing	BMI	100.00%	
										BMI	100.00%	

# CHANGE HISTORY

---

Version	Change Highlights	Author(s) and Contributor(s)	Date
1.0	First final draft	Lori Barrett-Peterson, Chisom Ananaba & Jake Dore	7/12/23
1.1	Updated Section 4(f)(ii)(A) of the Underwriting Announcements Policy. Revised it to change “Paragraph 4(e)(i)(H)” to “Paragraph 4(f)(i)(H)”	Chisom Ananaba	2/12/24