



## SHOW GUIDELINES

### Shows Standards

#### 1. Ethics

- a. Must have a topic that must have at least one or more of the following elements.
  - i. Educational
  - ii. Informative
  - iii. Entertaining (ALL AGES)
- b. These shows are prohibited from displaying content that is;
  - i. Sexual
  - ii. Offensive
  - iii. Violent
  - iv. Graphic
  - v. False
  - vi. Misleading
  - vii. Illegal
- c. All persons in the show must;
  - i. Be appropriately attired
  - ii. Not be under the influence of drugs or alcohol
- d. In show consumption.
  - i. Drinks are allowed, but brand names such as soda cans, energy drinks etc cannot be displayed. (We suggest using drinking tumblers, cups or drinking glasses that have either no name on them, or your own brand on them).
  - ii. Consumption of alcoholic beverages is strictly prohibited during the show's broadcast.
  - iii. Smoking, vaping, chewing or spitting is strictly prohibited.
  - iv. Eating food during the show is prohibited.
- e. For Video Podcasts Specifically
  - i. All persons including guests shall be in a sitting upright position
  - ii. All persons including guests shall not be moving about during the broadcast show.
  - iii. All persons in broadcast shall arrange themselves whereas no one accidentally walks or strays into frame of the broadcast other than those that are intended.
  - iv. All persons in the broadcast must ensure no background interruptions are detectable.
  - v. All phones must either be turned off or silenced during the broadcast.

## 2. Copyright standards

- a. No one may broadcast copyrighted content belonging to someone else. This includes but isn't limited to Branding, Content, Music, Logos, Artwork etc.
  - i. All music or content used must be pre approved by ParaFam Entertainment.
  - ii. All music or content used must have authorization in writing from the owner giving permission to use. Links from free source websites do not constitute as permitted written authorization. (ParaFam will follow up with the content owner and also confirm authenticity with the U.S. Copyright Office.
  - iii. If you own the music, you must submit either a copy of the copyright document from the [U.S. Copyright Office](#) or the Copyright Number issued by the U.S. Copyright Office.
- b. No show shall display trade names of anytype in their video background, in their video, on their person, or verbally.
  - i. Shirts or other seen attire shall not display the trade name of a branding unless you own the brand.
  - ii. No items shall be visible in the broadcast that display branding. Ig; electronics, products, tool boxes, etc. (we suggest backdrops with your own branding, green screens, blank white walls, or using the backgrounds in the streaming studio options).
  - iii. No person during the broadcast is permitted to verbally mention any name brand in a way to promote, discriminate against, or otherwise bring attention of any kind to the brand. This includes brands that you may either own, use, or consume.

## 3. Video Quality

- a. No commercials are allowed unless priorly authorized by ParaFam Entertainment
  - i. Commercials must be no more than 30 seconds in length.
  - ii. They must have a clear branding
  - iii. They must not advertise the following;
    1. products or services that are directly competitive with Roku, such as streaming set-top boxes, gaming consoles, sticks, smart TVs, audio speakers, etc.
    2. Ads must not contain false, misleading, fraudulent, or deceptive claims or content. You must have evidence in support of your advertising claims where this is required by applicable law or self-regulatory guidance.
    3. Ads must be recognizable as an Ad for and clearly represent the company, product, service, or brand that is being advertised. Products and services promoted in the ad copy must be clearly represented, and the destination site may not offer or link to any prohibited product or service.
    4. Ads may not offer, promote or link to the following prohibited products or services: illegal narcotics; tobacco products (which includes, without limitation, e-cigarettes, vaping or other products that contain nicotine); drug or tobacco paraphernalia; weapons, ammunition, or explosives; adult products or services, or products or services of an inherently sexual nature; products or services designed to violate or bypass copyright or other intellectual property right restrictions; counterfeit products; products



or services that are harmful, threatening, harassing, defamatory, or invasive of another's privacy or right of publicity; gambling and wagering products or services in jurisdictions where such products or services are prohibited by applicable law; and products or services the sale or advertising of which violates any applicable law.

5. Ads may not: include hate speech; discriminate against, tolerate discrimination against, or promote discrimination against, any individual or group (including, without limitation, on grounds of race, ethnicity, religion, gender, age, disability or sexual orientation); encourage conduct that violates any applicable law or regulatory policies or guidelines; infringe upon intellectual property rights, personal rights, or proprietary rights or other legal rights under applicable law; contain nudity, depict people in sexually explicit or suggestive positions, or contain content of an inherently sexual nature that is inappropriate for a general viewing audience (or which aims to reduce a person to a sexual object); contain obscene language; promote or display excessive violence; or contain content that harms children or young people mentally or physically, or which creates fear or is instrumental in causing misfortune or suffering.
6. Ads may not suggest false relevancy to generic offers.
7. Ads must run in a language that is relevant to the language of the channel and/or its target audience and as otherwise required by applicable law.
8. Ads should be :15 or :30 in duration. Exceptions may be made for :60 ads.
9. Each instance of advertising, sponsorship, underwriting, presented-by credits or other third party attribution in channel application logos or banner ads must be expressly pre-approved in writing by ParaFam Entertainment.
10. Ads must comply with all applicable advertising laws and regulations, including self-regulatory guidance.
11. Roku may establish restrictions or prohibitions in certain jurisdictions on ads for certain categories of products and services or that include certain content which may be required by applicable laws or self-regulatory guidelines.
12. Ads may not enable the installation of third party-channel applications.
13. Ads may not offer or link to search functionalities across multiple Roku channel applications.
14. Ads may not collect personally identifiable information, including, but not limited to, IP Addresses, or enable RFI request for information data collection capabilities without express prior written approval from ParaFam Entertainment. Ads may not download or install executable code.
15. Ads may not contain Easter eggs or any hidden functionality.
16. Ads may not include pixels, third-party tags, or Software Development Kits of any kind without express prior written approval and certification by ParaFam Entertainment.
17. ParaFam Entertainment reserves the right to review the source code used in ads.



18. Ads should be available in SD and HD formats suitable for display on a large screen TV. Low resolution (less than 1080p) or low frame rate (less than 30 fps) is not permitted.
  19. Applications may not run an unbalanced volume of advertisements relative to content (“Ad Farms”).
  20. Ads which play in applications that enable “auto-rolling” or “auto-playing” (e.g., starting a new asset automatically upon completion of a previously-viewed asset), or deploy other tactics designed to create ad impressions, rather than quality content experiences, are subject to Roku review.
  21. Mid-roll ad breaks/pods are allowed only after a minimum of seven (7) mins of content have been viewed, and thereafter, at no fewer than seven-minute intervals.
  22. Ad Pods in AVOD content may run no longer than two minutes, with no more than two ads of less than :30 in any given pod unless Roku provides express prior written approval otherwise.
  23. Applications may not run the same ad multiple times in one single break/pod.
  24. Individual ads must not repeat more than two times per hour per Unique User.
  25. Individual ads must not repeat more than five times per day per Unique User.
- b. All videos must be done in 1080p quality or higher.
  - c. Adequate lighting must be used (Specifically applies to Video Podcasts).
  - d. If cell phones are used for the podcast, they must be placed on the landscape (sideways view).
  - e. There shall be no echo in the shows audio and sound checks shall be done prior to show broadcast.
  - f. All shows broadcasted through ParaFam shall perform steps in the shows beginning, and ending.
    - i. Beginning shall be
      1. Click Overlay
      2. Click Go Live Button
      3. Wait 5 seconds then click INTRO video
      4. Soon as video starts playing, click off the Overlay
        - a. Note: Ensure you place your guests backstage until you are ready to bring them out.
    - ii. Ending shall be
      1. Click your OUTRO Video
      2. Soon as the video starts, Click Overlay
      3. Ensure to mute everyone before the video ends
      4. Soon as the video ends, wait 5 seconds then click End Live.
        - a. Note: Once the broadcast ends, you can now remove the overlay and unmute everyone.



# Visual Art Standards

## 1. All Shows

- a. No show shall display artwork that is;
  - i. Sexual
  - ii. Offensive
  - iii. Violent
  - iv. Graphic
  - v. False
  - vi. Misleading
  - vii. Illegal
- b. All artwork shall display professionalism.

## 2. Roku Shows

- a. No artwork shall display any logos or brands beyond the logo and brand of the show. (This includes logos of other organizations that may support you or sponsor you).

# COPPA Compliance

## 1. Broadcasting Children

- a. Children may be interviewed, filmed and broadcasted. However, prior to filming or recording or interviewing, written permission must be acquired from both parents or legal custodial parent/guardian if they are under the age of 13.
- b. If you are in a public setting, and you are recording locations, you are covered by COPPA and are not required to obtain permissions if said child/children happen to walk past the recording or are otherwise subsequently in the video in background frames. However, we require that children suspected of being under 13 years of age accidentally captured in footage be blurred from the video as so they are not identifiable
- c. If your topic, or story line includes or otherwise involves a child or children currently under the age of 13, you must obtain written permission from both parents or legal custodial parent/guardian prior to recording, producing or investigating the topic surrounding the child or children.
- d. A copy of ALL written permissions must be submitted to ParaFam Entertainment prior to broadcast.
- e. Legislation as it pertains to Children's Privacy are outlined through the [Federal Trade Commission](https://www.ftc.gov/business-guidance/privacy-security/childrens-privacy) at [www.ftc.gov/business-guidance/privacy-security/childrens-privacy](https://www.ftc.gov/business-guidance/privacy-security/childrens-privacy)



## Consequences

We at ParaFam have a responsibility and duty to the community and the public. We are obligated to provide them with entertainment that is legit education and information. We must deliver with ethical, legal and moral standards at all times. These guidelines help keep us in our lane, sort of speak and successfully deliver upon that mission. Consequences can be catastrophic for not only our company, but us that provide the shows if we do not maintain these standards.

The terms set forth in these guidelines are not negotiable. Violation of these guidelines will be subject to disciplinary action by ParaFam Entertainment up to including suspension/cancellation of show, or civil/criminal action.

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Show Creator/Host Printed Name

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Show Creator/Host Signature

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Date

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ParaFam Entertainment Chief Officer Signature

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Date

Chief Officer Title

- Chief Executive Officer / Eldon McInville Sr
- Chief Operations Officer / Robert Humphries
- Chief Administrations Officer / Brian Horton

