



HOLLYWOOD NORTH ANNEX

HNA Broadcast

www.hnabroadcast.com | (916) 940-9050

COMMUNITY & EDITORIAL STANDARDS

Our Purpose

HNA Broadcast is a streaming network owned and operated by Hollywood North Annex, a Sacramento-based independent production and media company. HNA Broadcast is a curated streaming platform built for independent creators and the audiences who value their work. These standards describe what the platform welcomes, what it does not host, and how creators associated with HNA Broadcast are expected to represent themselves and the community.

We publish these standards openly so creators understand where the platform stands before they submit, and so audiences know what to expect from the work we broadcast.

What We Welcome

HNA Broadcast is built to amplify work with intention and craft. We actively seek content that demonstrates the following qualities.

Authentic Storytelling

Work grounded in lived experience, rigorous research, or genuine creative vision. We are interested in stories that come from a real place and are told with honesty and craft.

Diverse Viewpoints

Content that expresses a range of perspectives with care and respect for audiences. We believe the strength of independent media is its ability to give voice to the full range of human experience.

Creative Experimentation

Artistic risk-taking, unconventional form, and work that challenges familiar formats are welcome here. We are not looking for commercial polish. We are looking for creative courage.

Community and Local Roots

Stories, music, and voices connected to real places and real people. HNA Broadcast was built in Sacramento and believes that local stories deserve the same quality of platform as national ones.

Work With Something to Say

Content that has a point of view and the craft to express it well. We are interested in creators who treat their work and their audiences seriously, regardless of budget, experience level, or production resources.

What We Do Not Host

Some content does not belong on HNA Broadcast. The following categories are not eligible for inclusion regardless of production quality or creator reputation.

Misinformation and Disinformation

Content that knowingly presents false information as fact, fabricates evidence, or uses manipulated media such as deepfakes, altered footage, or misleading edits without clear disclosure. Good-faith creative interpretation, clearly labeled satire, and honest opinion are welcome. Deliberate falsehoods are not.

Hate Speech and Targeted Harassment

Content that dehumanizes, threatens, or incites hostility against individuals or groups based on race, ethnicity, national origin, religion, disability, age, gender identity, sexual orientation, or other protected characteristics. Robust debate and strong opinions are welcome. Hate is not.

Graphic or Exploitative Content

Content that gratuitously depicts violence, cruelty, death, or human suffering for shock value rather than narrative or artistic purpose. Documentary realism and difficult subject matter handled with craft are welcome. Gratuitous exploitation is not.

Content Involving Minors

Any content that sexualizes minors, presents minors in inappropriate contexts, or is designed to appeal to adult interest in children. This standard is absolute and non-negotiable.

Dangerous or Harmful Content

Content advocating self-harm, suicide, dangerous challenges, or illegal behavior presented as entertainment or instruction. Documentary treatment of difficult subjects with appropriate context is welcome. Glorification or instruction is not.

Deceptive Commercial Practices

Undisclosed paid promotion, deceptive advertising, false endorsements, misleading product claims, or content designed to defraud viewers.

AI-Generated Content Without Disclosure

Content generated substantially by AI tools without meaningful human creative direction or without clear disclosure to viewers. HNA Broadcast does not prohibit AI-assisted creative work, but requires transparency when AI plays a significant role in content creation.

Copyright and Rights Violations

Content that infringes third-party copyrights, trademarks, or intellectual property rights, or uses music, footage, or other protected material without appropriate licensing.

How Creators Represent the Platform

Creators associated with HNA Broadcast represent the platform beyond the content they submit. Our standards for creator conduct are straightforward.

In Public Communication

When identifying as an HNA Broadcast creator on social media, in interviews, at events, or in other public forums, we ask that creators communicate in ways consistent with the platform's values of craft, community, and respect.

Disagreement and strong views are fine. Harassment, abusive conduct, or public attacks on viewers, other creators, or platform staff are not.

With Other Creators

HNA Broadcast is a community. Creators are expected to treat other creators with baseline professional respect, regardless of whether they know each other or agree creatively. Competition is welcome. Cruelty is not.

With Audiences

Engaging with viewers, fans, and critics is part of being a creator. We ask creators to engage with baseline respect, even in disagreement. Persistent harassment of viewers or critics associated with HNA Broadcast programming is grounds for review of the creator's status on the platform.

With Platform Integrity

Creators are expected to support the platform's integrity by not engaging in view manipulation as described in the Creator Agreement, honoring the terms of their revenue share, and communicating in good faith about platform matters.

Editorial Discretion

These standards describe what HNA Broadcast welcomes and excludes in clear categories. They cannot anticipate every situation.

HNA Broadcast reserves the right to decline, remove, or unschedule any content, and to review any creator's status on the platform, based on editorial judgment and alignment with the platform's mission and community. This includes content that technically complies with these standards but conflicts with the platform's direction, as well as creator conduct that damages the community or platform reputation.

We exercise this discretion with care. Decisions affecting a creator's content or status are communicated directly to the creator with reasoning. Creators are given the opportunity to respond before final action where circumstances allow.

Reporting Concerns

If you encounter content or creator conduct on HNA Broadcast that you believe violates these standards, we want to know. Reports can be submitted to the following:

Email: hello@hnabroadcast.com

Phone: (916) 940-9050

Please include specific information about the content or conduct in question and any relevant context. All reports are reviewed, though we do not guarantee a specific outcome or timeline. Reports submitted in bad faith, such as coordinated harassment or competitive sabotage, will not be acted on.

Updates to These Standards

These standards evolve as HNA Broadcast grows and as the media landscape changes. We reserve the right to update this document with reasonable notice to creators under active Creator Agreements. Material changes, meaning those that meaningfully affect creator obligations or content eligibility, will be communicated directly to creators before taking effect.

The current version of these standards is always available at www.hnabroadcast.com.

Questions

If you have questions about these standards before or after signing the Creator Agreement, please reach out. We want creators to understand where the platform stands and feel confident about the partnership.

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