



INSP
3000 WORLDREACH DRIVE
INDIAN LAND, SC 29707

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PRACTICES & STANDARDS

INSP IS A 24/7 general entertainment television network providing a trusted viewing experience with a lineup of exclusive and original series, timeless Westerns, action-filled dramas, and films focused on adventure and heroic characters.

INSP is committed to providing a trusted environment consistent with our established brand, our position in the market, and the expectations of viewers and providers. Commercial content must be consistent with the network's programming practices and standards. Commercials that are inconsistent with INSP's programming philosophy and brand, or that violate the expectations of its viewing audience, are unacceptable. Commercials deemed unacceptable include, without limitation, those which:

- Are produced below industry generally accepted technical standards and recognized professional quality broadcast standards.
- Glamorize, advertise or promote the use of alcohol, tobacco, narcotics, or illegal drugs.
- Contain sexual promiscuity or present premarital and extramarital sex as morally acceptable.
- Feature intimate gestures (e.g., kissing).
- Contain pornography, nudity, or excessively suggestive apparel and behavior.
- Depict the occult, witchcraft, gambling, astrology, horoscopes, or other similar activities.
- Contain music, lyrics, and other activities that are excessively suggestive.
- Describe, display or encourage illegal behavior.
- Contain profanity or obscenities.
- Contain racial, ethnic, gender, or occupational slurs.
- Contain language considered lewd or offensive.
- Contain and/or encourage explicit, excessive or gratuitous violence

INSP recognizes that some commercials may deal with potentially sensitive subjects in a clinical way: promoting health and a healthy lifestyle; conveying important information; or dealing with sensitive subjects in a non-exploitive manner. These commercials are evaluated on a case-by-case basis.