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Executive Committee Action

Subject: The T Advertising Policy
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BACKGROUND

Sale of advertisements on The T’s property such as buses and bus benches provides an opportunity for businesses and organizations to reach audiences in The T’s service area. The T currently contracts with a third-party advertiser to sell and produce the advertisements and The T receives half of the net revenues.

The T’s advertising guidelines regulate appropriate subject matter for the advertisements. Staff believes it is now appropriate to adopt a formal policy that reflects most of The T’s current guidelines to be used in future advertising sales.

POLICY

Advertisements on/in buses, bus benches, TRE trains and stations, bus park and ride and transfer facilities, and all other T property shall be of reputable character and conform to community standards of decency and acceptability, as determined by The T. Advertisements shall not be sold for the following:

- Tobacco products
- Alcoholic beverages (except beer and wine on a case-by-case basis)
- Adult entertainment, including cinematic and live venues and sexually oriented products or services; pornography; and language or images deemed obscene, indecent or profane by the FCC
- Theist, anti-theist, faith-based, and/or religious and anti-religious messages, witchcraft, voodoo, cult, or other spiritual or anti-spiritual promotion regardless of viewpoint
- Defamatory messages, hate speech and/or language whose message targets or bashes individuals or specific groups
- All political ads

The T shall be the sole judge of the suitability of all advertisements and products advertised. If The T disapproves of an advertisement, it must be removed within 24 hours of written request from The T. Any questionable advertising content shall be pre-approved by The T.

The Advertising Contractor shall honor and follow any future policies governing advertising content that the Board of Directors may adopt. Any existing advertisement conflicting with any newly adopted advertising policy by The T’s Board of Directors shall be allowed to remain during the term of the advertisement agreement and promptly removed after the advertisement agreement expires.

Disposition by Board of Directors

Secretary Approval: _____ Date: _____

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LEGAL

The T's General Counsel has reviewed this action and has found that it complies with federal, state and local laws.

RECOMMENDATION

The T staff recommends that the Board of Directors approve and adopt the above Advertising Policy for future advertisements and direct staff to implement the policy immediately for all new advertising.

Disposition by Board of Directors

Secretary Approval: _____ Date: _____