

“Creating a Balance”

Transit Advertising Policies
and
First Amendment Rights

... **The MBTA’s Journey**



MBTA's Historical Litigation

- 1974 - Preterm
- 1993 - Citizens to End Animal Suffering
- 1994 - AIDS
- 1999 - Change the Climate
- 2001 - Prophet Andre



Recent Controversial Ads

- 2006 - Grand Theft Auto*
- 2008 - Svedka Vodka
- 2009 - Legal Seafood
- 2010 - SkyyVodka

* Amended Guidelines



2006 Grand Theft Auto



2008 Svedka Vodka



Before Edit



2008 Svedka Vodka



After Edit



2009 Legal Seafood

“Fish Talking Fresh Campaign”



2010 The Virginity Hit



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REGAL



2010 Skyy Vodka



Alcohol Related Advertising Revenue

Year	Titan Transit	Clear Channel Billboards	Cemusa Bus Shelters	TOTAL
2005	\$1,023,226	\$413,452	\$0	\$1,436,678
2006	\$1,156,932	\$504,008	\$41,600	\$1,702,540
2007	\$1,633,391	\$433,563	\$54,400	\$2,121,354
2008	\$991,767	\$422,799	\$94,250	\$1,508,816
2009	\$545,099	\$393,994	\$278,000	\$1,217,093
2010	\$1,561,109	\$381,654	\$72,395	\$2,015,158

