

Developing Transit Ad Policy



DFW COALITION OF REASON

The T 's Previous Policy



- Advertisements must conform to community standards of decency, i.e. no profanity
- Advertisements specifically not allowed are:
 - political issues or elections within The T's service area
 - tobacco
 - alcoholic beverages (except for beer or wine)
 - adult or sexually oriented ads

Timeline



- July 2009 – DFW Coalition of Reason inquiries about advertising on T buses, no ad placed
- February 2010 – 2nd inquiry, no ad placed
- November 22, 2010 – Vendor notifies T that contract for 4 Queens was signed and will be installed by December 6.

DFWCOR AD



MILLIONS OF AMERICANS ARE
GOOD WITHOUT GOD

WWW.DFWCOR.ORG

 **DFWCOR**
Dallas-Fort Worth Coalition of Reform

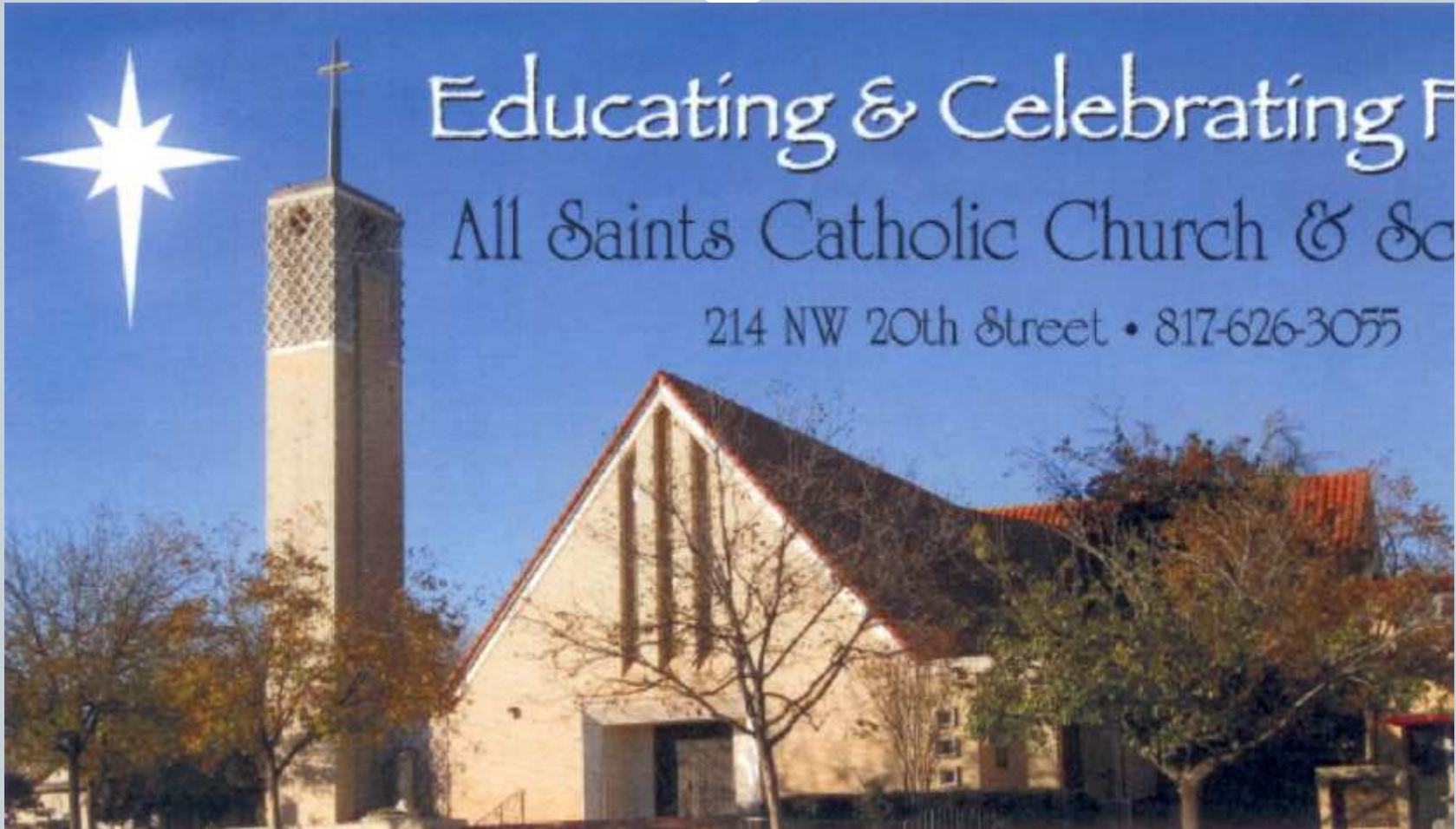
The advertisement features a grid of numerous small portraits of diverse individuals. The top half of the grid is tinted blue, and the bottom half is tinted red. The text is overlaid in white, with 'GOOD WITHOUT GOD' in a large, bold, sans-serif font. The DFWCOR logo and name are positioned in the bottom right corner of the grid.

Timeline continued



- November 29 - DFWCOR leaks story to media
- November 30 - begin receiving media inquiries
- December 1 - first articles appear in media and met with SEFW Ministers about boycott
- December 2 – received 1st ads from churches
- December 6 –ads on the street
- December 15 – T Board adopts new guidelines

All Saints



Alpha



**“WHAT IF THERE IS A
GOD?”**

Ask all your toughest
questions and more!

THE ALPHA COURSE



alpha.org

Anonymous

A white, multi-pointed star with a long vertical tail pointing downwards, positioned to the left of the text.

JESUS
is the **Reason for the Season.**
Merry CHRISTmas!

Good with God



Bus Bench circa 2006



New T Ad Guidelines



- 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
- *New policy effective immediately but current contracts honored*

The End



- Be proactive in reviewing your ad policy and revise as necessary before you have a similar situation