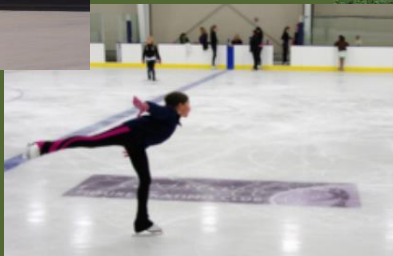
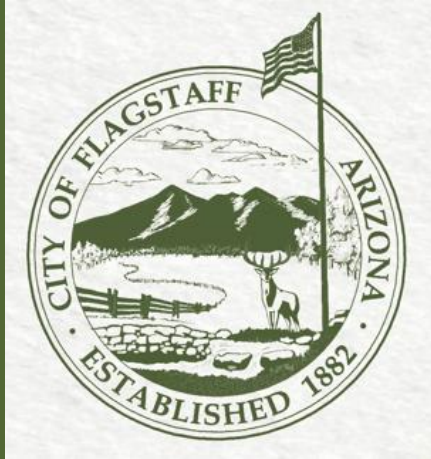


City of Flagstaff Advertising Policy





City of Flagstaff Advertising Policy



Discussion for today:

For each of our City of Flagstaff facilities that accept advertising from the public, we have advertising standards that are outlined in our advertising agreements.

We are here today to discuss a formal advertising policy for all our city facilities.

This policy will help ensure that all facilities are running their programs the same.



City of Flagstaff Advertising Policy



Researched other airport advertising policies:

Blue Grass Airport

Charleston International Airport

Mesa/Gateway

Phoenix Sky Harbor

Sonoma County Airport

Tucson International

Waco Regional Airport



City of Flagstaff Advertising Policy



Purpose:

This policy establishes criteria for advertisements at City of Flagstaff (“City”) facilities and provides guidelines for the sale of advertising space within those facilities. The City facilities where advertising is allowed are considered nonpublic forums, including the Flagstaff Pulliam Airport, recreation centers, and outfield fencing at athletic fields.

The City’s objective in managing its advertising at City facilities is to generate revenue by offering opportunities to promote activities and brand businesses while providing facility users with a welcoming and comfortable environment.



City of Flagstaff Advertising Policy



Permitted Types of Advertising:

Proposing a commercial transaction.

Encouraging patronage of a commercial business.

Promoting a particular industry.

Promoting tourism.

Promoting economic development.

This policy does not apply to public service announcements from the City of Flagstaff or partner agencies.



City of Flagstaff Advertising Policy



Advertising Content Restrictions:

Here is where we are getting more specific on our current 'Advertising Standards' and looking to Council on the suggested changes and/or edits.



City of Flagstaff Advertising Policy



Current Advertising Standards as stated on contract:

Advertising Standards: All advertising materials must be commercial advertising (i.e., a commercial transaction must be proposed) or provide information regarding the Facility. Advertising materials shall not:

- a. Be false, misleading, or deceptive.
- b. Relate to an illegal activity.
- c. Violate a copyright, trademark, or other intellectual property right.
- d. Advertise or depict the use of tobacco or smoking products.
- e. Advertise or depict the use of spirituous liquor as that term is defined in Section 4-101 of the Arizona Revised Statutes.
- f. Represent, by language or graphics, violence, or antisocial behavior.
- g. Advertise or depict language, gestures, conduct, or graphical representations that are obscene, pornographic, vulgar, profane, or scatological.
- h. Represent, by language or graphics, nude or seminude people as those terms are defined in Arizona Revised Statutes § 11-811, or the exposed buttocks of any person.
- i. Depict, relate to, or reference a website or other medium that relates to specific sexual activities or specific anatomical areas as those terms are defined in Arizona Revised Statutes § 11-811.
- j. Advertise any political or noncommercial message.



City of Flagstaff Advertising Policy



Current Standard:

- a. Be false, misleading, or deceptive.
- b. Relate to an illegal activity.
- c. Violate a copyright, trademark, or other intellectual property right.

Changes/Edits:

- a. Advertising is false, misleading, or deceptive.
- b. Advertising promotes or encourages the use or possession of illegal goods or services under local, state, or federal laws
- c. Advertising that is libelous or defamatory.
- d. Advertising that infringes on any copyright, trademark, or service mark.

Council Discussion...



City of Flagstaff Advertising Policy



Current Standard:

d. Advertise or depict the use of tobacco or smoking.

e. Advertise or depict the use of spirituous liquor as that term is defined in Section 4-101 of the Arizona Revised Statutes.

Changes/Edits:

Now 'e'. Advertising that promotes, solicits, depicts, or markets the sale or use of cigarettes or electronic cigarettes, tobacco, marijuana, or related goods or services.

Now 'f'. Advertising that promotes, solicits, depicts, or markets the sale or use of spirituous liquor as that term is determined in Arizona Revised Statutes 4-101. *This prohibition does not apply to advertising at the Flagstaff Pulliam Airport.*

Council Discussion...



City of Flagstaff Advertising Policy



Current Standard:

f. Represent, by language or graphics, violence, or antisocial behavior.

g. Advertise or depict language, gestures, conduct, or graphical representations that are pornographic, vulgar, profane, or scatological.

Changes/Edits:

Now 'g'. Advertising that promotes, solicits, depicts, or markets the sale, use, rental, distribution, or availability of firearms, ammunition, or related goods or services.

Now 'h'. Advertising that contains any threat, implied or direct, to harm a particular individual or group of individuals.

Now 'i'. Advertising that depicts language, gestures, conduct, or graphical representations that are obscene, pornographic, vulgar, profane, or scatological.

Council Discussion...



City of Flagstaff Advertising Policy



Current Standard:

h. Represent, by language or graphics, nude or seminude people as those terms are defined in Arizona Revised Statutes 11-811, or the exposed buttocks of any person.

i. Depict, relate to, or reference a website or other medium that relates to specific sexual activities or specific anatomical areas as those defined in Arizona Revised Statutes 11-811.

Changes/Edits:

Now 'j'. Advertising that represents, by language or graphics, nude or seminude people as those terms are defined in Arizona Revised Statutes 11-811.

Now 'k'. Advertising that depicts, relates to, or references a website or other medium that relates to specific sexual activities or specific anatomical areas as those terms are defined in Arizona State Statutes 11-811.

Council Discussion...



City of Flagstaff Advertising Policy



Current Standard:

j. Advertise any political or noncommercial message.

Changes/Edits:

Now 'l'. Advertising that is political in nature or contains political messages, including advertising that refers to a specific ballot question, initiative, petition, or referendum, refers to a political party, or supports a candidate for public office. This prohibition does not apply to advertorials made by local elected officials promoting the City of Flagstaff or local tourism.

Council Discussion...



City of Flagstaff Advertising Policy



Advertising Locations:

The City of Flagstaff reserves the sole right to determine the locations available in its advertising programs and to change such locations as needed.



City of Flagstaff Advertising Policy



Application and Review Process:

- All proposed advertising must be submitted in writing.
- City's department or division designee will review.
- If no changes needed, advertising will be accepted for display.
- If it does not comply with the policy, they will inform the advertiser in writing that's it not accepted.
- The decision of the department or division designee may be appealed in writing to the Division Director, whose formal determination shall be final.

THANK YOU!

