

**JACKSON MUNICIPAL AIRPORT AUTHORITY ADVERTISEMENT POLICY  
FOR THE JACKSON MEDGAR WILEY EVERS INTERNATIONAL AIRPORT AND  
HAWKINS FIELD**

**CHAPTER:** \_\_\_\_\_

**POLICY TITLE:** ADVERTISING POLICY

**ADOPTED:** \_\_\_\_\_

**PURPOSE:** The Jackson Municipal Airport Authority (“JMAA”) aims to ensure that all advertisements displayed at the Jackson-Medgar Wiley Evers International Airport (“JAN”) and Hawkins Field (“HKS”), together the (“Airport Facilities”) are not controversial or offensive and are appropriate for the travel environment. The primary purpose of advertising at the Airport Facilities is to generate additional revenue to make the Airport Facilities more self-sustaining. JMAA seeks to foster commercial uses at the Airport Facilities that create a favorable experience for travelers and to ensure that the Airport Facilities are welcoming environments for travelers from every walk of life. JMAA also seeks to avoid advertising content that could be viewed as controversial, offensive, inappropriate or harmful to the public generally and to minors in particular and that promotes political affiliations, religious issues, public issues, or public service issues. The Policy herein prescribes the criteria for advertising at the Jackson-Medgar Wiley Evers International Airport and the application process for persons or entities seeking to advertise at the Airport Facilities.

**POLICY**

Advertising is recognized as an essential part of airport concessions, information and identity programs, but must be appropriate for the travel environment. Advertising for this policy is defined as the display of announcements in any form to promote businesses or organizations other than the Airport Facilities or tenants of the Airport Facilities. All advertising at the Airport Facilities must be consistent with the criteria herein and approved by JMAA’s Chief Executive Officer, or his/her designee, in writing, before the advertisement can be displayed. Existing advertisements that do not meet the guidelines of this policy must be removed or changed and replaced with an advertisement that conforms to this policy. Advertisements previously approved shall be allowed to remain as is until it is replaced by a revised advertisement.

**I. General Criteria**

1. *Advertising*

- 1.1 Advertisements shall appear only in areas or spaces designated or approved by JMAA, and no advertisement shall appear in areas or spaces not designated or approved by JMAA.
- 1.2 Advertisements must comply with any applicable safety standards, federal statutes, state statutes, regulations, or city ordinances.
- 1.3 Advertisements shall not advertise services, entities, companies, organizations in conflict with the business and organization objectives of JMAA.
- 1.4 Advertisements shall not contain nudity, profanity or obscene, pornographic, criminal, sexually oriented, sexually suggestive, or violent material; market adult rated films, video games or books, adult stores, video stores, services, internet sites, escort services, nude or partially nude clubs, tobacco products, e-cigarette, or illegal/prohibited substances; contain commentary, advocacy, or promotion as to social, political (including ballot questions, initiatives, petitions, referendums), religious, or rhetorical issues; advocate for or against political candidates, political campaigns, ballot measures, or political parties or organizations; refer to any public office or candidate for public office; present public service announcements; or advocate a position (directly or indirectly) on any public policy, or social or public issue.
- 1.5 Advertisements for gaming activities shall include a gaming addiction warning.
- 1.6 Advertisements shall not be false, misleading, fraudulent or deceptive.
- 1.7 Advertisements shall not demean or disparage individuals, the businesses or entities that do business at the Airport Facilities, or the Airport Facilities. For purposes of determining whether an advertisement or speech contains disparaging or demeaning material, JMAA will determine whether a reasonably prudent person, knowledgeable of the airport traveling public and using prevailing community standards, would believe that the advertisement contains material that is demeaning or disparaging.
- 1.8 Advertisements shall not promote any unlawful goods, services or conduct.
- 1.9 Advertisements shall not be libelous, infringe on a copyright or trademark or include any material, depiction, symbol, product, etc. without proper authorization.
- 1.10 Advertisements shall not include the names of or imply or contain any endorsement by the Jackson Municipal Airport Authority, JMAA Board of Commissioners, Jackson-Medgar Wiley Evers International Airport, Hawkins Field, or the City of Jackson, Mississippi, unless said endorsement

is specifically authorized in writing by an authorized representative of the endorsing entity.

- 1.11 Advertisements shall not contain images or information that demeans an individual or group of individuals based race, color, religion, national origin, ancestry, gender, age, disability or sexual orientation
- 1.12 Advertisements shall not include information related to or direct viewers, callers, readers, etc. to materials that would violate the criteria prescribed in numbers "1.1" through "1.12" above.

## **II. Severability**

The General Criteria provisions stated above are severable, and if any criteria are held invalid in any circumstances, such holding shall not affect any other provision or circumstance. All General Criteria provisions shall be construed and interpreted to meet all constitutional and other legal requirements.

## **III. Indemnity**

Advertisers will indemnify and hold harmless the Jackson Municipal Airport Authority, JMAA Board of Commissioners, Jackson-Medgar Wiley Evers International Airport, Hawkins Field, City of Jackson, Mississippi, and their officers, employees and agents, against all expenses and losses resulting from the publication of the contents of the advertisement, including, but not limited to claims for libel, violation of privacy, copyright infringement, or plagiarism.

## **IV. Application Process**

See the document entitled "Jackson Municipal Airport Authority Advertisement Application Process" which is attached as an exhibit to this policy.

## **JACKSON MUNICIPAL AIRPORT AUTHORITY ADVERTISEMENT APPLICATION PROCESS**

To advertise at the Jackson-Medgar Wiley Evers International Airport and Hawkins Field ("Airport Facilities") each entity, individual or community promotion organization must apply in accordance with the following procedure.

### ***A. Commercial Advertising***

Each entity or individual must submit the proposed advertisement in the form that it will be displayed (including video, digital, etc.), along with a written description, to the Jackson Municipal Airport Authority ("JMAA") advertising concessionaire. Contact information for the concessionaire is posted on the JMAA website <http://jmaa.com/>. The submittal must provide the name of the entity or individual providing the product or service being advertised, clearly state and define what is being advertised, and the desired format of the presentation (copy, video). The proposed advertisement must comply with JMAA's advertisement policy to which this application process is attached.

The proposed application will be evaluated internally by JMAA to ensure its compliance with the JMAA Advertisement Policy. Upon approval of compliance through JMAA's internal evaluation process, JMAA will provide a decision authorizing or denying applicants request to advertise at the Airport Facilities.

- (i) If the proposed advertisement does not comply with JMAA's Advertisement Policy and includes restricted information, the applicant will be notified in writing that a restricted depiction, symbol or restricted information is included in the proposed advertisement and must be removed from the proposed advertisement to be approved.
- (ii) Within fourteen (14) days after being notified, the applicant must submit the proposed advertisement excluding the restricted depiction, symbol or restricted information or written communication requesting a specific amount of time to submit the changed proposed advertisement.
  - Once the revised proposal is submitted to the JMAA advertising concessionaire, said proposed advertisement will be re-evaluated through JMAA's internal evaluation process.
  - If no revised proposal is received by JMAA's concessionaire within the fourteen (14) day period, the advertisement application will be denied.
- (iii) If the applicant entity or individual disputes that the advertisement is non-compliant, the applicant has the right to appeal JMAA's determination to the Chief Executive Officer by written appeal describing the basis for

challenging the non-approval. The appeal must be delivered to the JMAA's Chief Executive Officer within ten (10) days after receipt of written notification of non-compliance. Failure to appeal within ten (10) days will constitute a waiver of the right to appeal.

- (iv) When the Chief Executive Officer receives the appeal, he or she will direct a Board Memorandum to the Board of Commissioners informing the Board of the appeal and related proposed advertisement. The Board will then approve or object the advertisement. If the Board objects to the proposed advertisement then the requesting entity, company or organization can at its own expense revise the advertisement and resubmit the advertisement for approval.

## **B. Community Promotion Organizations Advertising**

Each Community Promotion Organization ("CPO") must submit the proposed advertisement in the form that it will be displayed (including video, digital, etc.), along with a written description and the attached "Request For Use of Community Promotion Organization Advertisement" form, to the JMAA advertising concessionaire. Contact information for the concessionaire is posted on the JMAA website <http://jmaa.com/>. The submittal must provide the name of the CPO requesting the advertisement, clearly state and define what is being advertised, and provide the desired format of the advertisement (copy, video). The proposed advertisement must comply with JMAA's advertisement policy to which this application process document is attached.

The proposed application will be evaluated internally by JMAA to ensure its compliance with the JMAA Advertisement Policy. Upon approval of compliance through JMAA's internal evaluation process, JMAA will provide a decision authorizing or denying applicants request to advertise at the Airport Facilities.

- (i) If the proposed advertisement does not comply with JMAA's Advertisement Policy and includes restricted information, the applicant will be notified in writing that a restricted depiction, symbol or restricted information is included in the proposed advertisement and must be removed from the proposed advertisement to be approved.
- (ii) Within fourteen (14) days after being notified, the applicant must re-submit the proposed advertisement excluding the restricted depiction, symbol or restricted information or written communication requesting a specific amount of time to submit the changed proposed advertisement.
  - Once the revised proposal is re-submitted to the JMAA advertising concessionaire, said proposed advertisement will be re-evaluated through JMAA's internal evaluation process.

- If JMAA's concessionaire receives no revised proposal within the fourteen (14) day time-period, the advertisement application will be denied.
- (iii) If the applicant CPO disputes that the advertisement is non-compliant, the applicant has the right to appeal JMAA's determination to the Chief Executive Officer by written appeal describing the basis for challenging the non-approval. The appeal must be delivered to the JMAA's Chief Executive Officer within ten (10) days after receipt of written notification of non-compliance. Failure to appeal within ten (10) days will constitute a waiver of the right to appeal.
- (iv) When the Chief Executive Officer receives the appeal, he or she will direct a Board Memorandum to the Board of Commissioners informing the Board of the appeal and related proposed advertisement. The Board will then approve or object the advertisement. If the Board objects to the proposed advertisement then the requesting entity, company or organization can at its own expense revise the advertisement and resubmit the advertisement for approval.

**REQUEST FOR USE OF COMMUNITY PROMOTION ORGANIZATION (“CPO”)  
ADVERTISEMENT**

JACKSON MUNICIPAL AIRPORT AUTHORITY AIRPORT FACILITIES

DATE REQUEST SUBMITTED: \_\_\_\_\_, 20\_\_\_\_\_

ORGANIZATION: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CONTACT NAME (S): \_\_\_\_\_

CONTACT NUMBER: \_\_\_\_\_

CLASSIFICATION:

VISITORS BUREAU

ECONOMIC DEVELOPMENT

MUSEUM/SCIENCE CENTER

SPORTING EVENT

CONVENTION

JMAA

OTHER (DESCRIBE) \_\_\_\_\_

TYPE OF MEDIUM REQUESTED \_\_\_\_\_

START TIME: \_\_\_\_\_

END TIME: \_\_\_\_\_

ESTIMATED NUMBER OF PERSONS/DELEGATES ATTENDING/ PARTICIPATING \_\_\_\_\_

DETAILED PURPOSE OF USE \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

By its signature below, \_\_\_\_\_ acknowledges that Community Promotion Organization advertising is determined based on space available at the airport facilities and that Community Promotion Organization advertising will occur if no paid advertising has been agreed to by JMAA. In other words, CPO advertising will not supersede paid advertising.

Further \_\_\_\_\_ acknowledges that the JMAA will determine the appropriate time-period that a CPO will advertise in consideration of advertisement requests submitted by other qualified Community Promotion Organizations.

Additionally, \_\_\_\_\_ acknowledges that the approved CPO advertisements will be allowed to advertise in the order of their approval.

AUTHORIZED SIGNATURE: \_\_\_\_\_

Please print: \_\_\_\_\_

APPROVED:

\_\_\_\_\_  
Jackson Municipal Airport Authority  
Chief Executive Officer

DATE: \_\_\_\_\_ 20 \_\_\_\_\_