

ADVERTISEMENT POLICY

Approved February 1995

Accepting paid advertisements obviously helps our goal of raising money to fight world hunger. However, the ad content reflects to some extent on the Sudbury Savoyards and on our sponsor, the Sudbury United Methodist Church. Therefore, we should not necessarily accept every ad that is offered.

The following policy seeks to define a consistent and reasonable process for deciding what advertisements to run. The basic rule is that the advertisements that we publish should not be directly harmful to either organization and should be consistent with the principles of both organizations. The principles of the Sudbury Savoyards are defined in our bylaws. The Social Principles of the United Methodist Church are defined in its Book of Discipline.

This policy establishes the following steps for approving ads:

- 1) If there is doubt about whether a submitted advertisement is appropriate, the person accepting the ad must bring it to the attention of the Chairman of the Board of Trustees.
- 2) If deadlines permit, the ad should be discussed at the next Board meeting. If not, the Chairman is empowered to decide whether and how to run the ad, based on the guidelines below.
- 3) An ad should be rejected outright if the Board concludes that it comes from a group whose primary purpose or activity is contrary to the principles of either organization.
- 4) Changes should be requested in an ad if the Board concludes that some of the ad content is contrary to the principles of either organization. The ad should be rejected if mutually acceptable changes cannot be negotiated.
- 5) Similarly, an ad should be rejected or changed if the Board concludes that running the ad would be directly harmful to either the Sudbury Savoyards or the Sudbury United Methodist Church.

For example, under this policy an advertisement from the Mass. Lottery Commission must be rejected outright, regardless of its content. The United Methodist Social Principles specifically reject gambling, including public lotteries. An ad from the State of Massachusetts would be acceptable, even though the state government encourages gambling, since that is not its primary activity. However, if such an ad mentioned a state lottery, the ad would have to be changed.