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Stillwater Regional Airport Advertising Policy

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I. Purpose and Objectives.

The purpose of this policy is to provide guidelines for the sale of advertising space at Stillwater Regional Airport ("Airport"). The objectives of this advertising program are to optimize revenues to the Airport and to assist travelers and other Airport users by providing information regarding goods, services, food, entertainment, events, programs, transactions, products, or property available in the Stillwater area.

The Airport property and facilities are considered a "non-public forum" that may be subject to reasonable and viewpoint-neutral limitations and restrictions as set forth in this policy. The limitations set forth in subsection II(A) below restrict advertising to commercial advertising, governmental public service advertising, and advertising by community promotional organizations. The restrictions set forth in subsection II(B) below control the content of the advertising. The Stillwater Regional Airport Authority ("Authority") has determined that such limitations and restrictions will assist the Airport with (a) maintaining a position of neutrality and avoid the appearance of favoritism on political, religious, social, economic and other controversial issues at the Airport; (b) maximizing the income earned from selling advertising space because some commercial and other approved entities might be dissuaded from using the same forum commonly used by those wishing to communicate political, religious, social, economic, or other controversial messages; (c) being as self-sustaining as possible, in accordance with FAA Grant Assurances; and (d) maintaining a safe, welcoming and comfortable environment for the captive audience of passengers utilizing the Airport, including minors, and those working at the Airport.

II. Guidelines for Airport Advertising.

A. Permitted Advertising Content:

Except to the extent prohibited under subsection II(B) of these guidelines, the following classes of advertising shall be permitted at the Airport:

- 1. Commercial Advertising.** Advertising promoting or soliciting the sale, rental, distribution, or availability of goods, services, food, entertainment, events, programs, transactions, products, or property (real or personal) for commercial purposes, advertising that markets a name, symbol or design that identifies and differentiates a product from other products for commercial purposes, or advertising that more generally promotes an entity that engages in such activities.

2. **Governmental Advertising.** Public service advertising sponsored by governmental entities (meaning public entities specifically created by government action) that advance specific government purposes, including but not limited to, advancing tourism in the City of Stillwater and/or utilizing the Airport.

3. **Community Promotion Organizations.** In the event Airport does not have an advertising agreement in place for the use of a desired advertising space, then Airport may make the space available to community promotion organizations if the content otherwise meets the requirements of this policy. A community promotion organization means an organization which markets business or tourism in the Stillwater area and would benefit from the exposure provided on Airport premises, including, but not limited to, local chambers of commerce, economic development councils, convention and visitor organizations, local public museums, parks, science centers, and the Airport.

B. Prohibited Advertising Content:

The following categories of advertising are prohibited:

1. **Political.** Advertising promoting or opposing a political party or the election or opposition of any candidate or group of candidates for federal, state, judicial, or local government offices, and advertising that contains political messages, including advertising involving political or judicial figures.

2. **Religious.** Advertising that contains any direct or indirect reference to religion, or to the existence, nonexistence, or other characteristics of any deity or deities. This prohibition covers the depiction of text, symbols, or images commonly associated with any religion or with any deity or deities.

3. **Social.** Advertising that depicts a group or groups within society about or between which controversy or disparity exists as a result of real or perceived current or historical societal conditions.

4. **Economic.** Advertising that addresses controversial issues relating to the financial status of businesses, individuals, groups, or organizations, including but not limited to, the issues of wages, taxes, trade, labor conditions, the financial system, entitlements, health insurance coverage, and subsidies.

5. **Public Issues.** Advertising that expresses or advocates an opinion, position or viewpoint on political, religious, social, historical or economic issues.

6. **Libelous Speech and Copyright or Trademark Infringement.** Advertising that is libelous or infringes on any copyright, trademark, or service mark.

7. **Cigarettes, Tobacco or Electronic Cigarettes.** Advertising that promotes, solicits, or markets the sale or use of cigarettes, tobacco, or electronic cigarettes, or depicts such products, goods or services.

8. **Medical Marijuana, Hemp or cannabidiol (CBD).** Advertising that promotes, solicits, or markets the growing, distribution, sale, or use of medical marijuana, hemp or cannabidiol (CBD), or depicts such products, goods or services.

9. **Betting or Gambling.** Gambling establishments, betting services, lotteries, contests or gambling related advertisements, including but not limited to, gambling tutorial web sites are prohibited. This restriction shall not apply to gambling establishments or operations authorized by Oklahoma law or state-operated lotteries.

10. **Weapons, Firearms, Ammunition or Fireworks.** Advertising that promotes, solicits, or markets the sale, rental, distribution, or availability of weapons, firearms, ammunition, or fireworks, or depicts such products, goods or services.

11. **900 and 976 Phone Numbers.** Advertising that promotes, solicits, or markets the use of 900, 976 and similar phone numbers.

12. **Adult/Mature Rated Films, Television and Video Games.** Advertising that promotes adult films rated "X" or "NC-17," television rated "MA," or video games rated "AO" or "M" or similar adult/mature audio or video content.

13. **Obscenity, Pornography, Adult Entertainment or Services, or Adult Novelty Products.** Advertising that is obscene within the meaning of Oklahoma law, and advertising that promotes adult book stores, adult video stores, nude dance clubs, other adult entertainment establishments, adult telephone services, adult internet sites and escort services.

14. **Profanity and/or Fighting Words.** Advertising that contains or implies profanity or fighting words, the suggestion of profanity or fighting words, or words that are of such slight social value that any benefit that may be derived from the words is clearly outweighed by the social interest in order and morality.

15. **Harmful to Children.** Advertising that contains harmful matter to children within the meaning of Oklahoma's law on obscenity and child pornography or a matter that could cause or contribute to child abuse within the meaning of Oklahoma law.

16. **Unlawful and/or Illegal Goods or Services.** Advertising that promotes or encourages the sale, use or possession of any activities, goods, or services that are illegal under federal, state or local law, or that are directed to incite or produce imminent lawless action.

17. **Violence, Disparagement, Hatred, Bigotry or Intolerance.** Advertising that depicts graphic violence or images of violence or gore (including body parts, dead, mutilated bodies, or fetuses of humans or animals), or that promotes hatred, bigotry, disparagement, intolerance, or violence towards individuals, groups, businesses, organizations or government entities, or which is offensive to the moral standards of the community or contrary to prevailing standards of adults in the Stillwater area as to the suitability for display to a captive audience that includes minors.

18. **Result in Harm, Disruption or Interference to Airport.** Advertising that contains speech or images that is so objectionable under contemporary community standards as to be reasonably foreseeable that it will result in harm to, disruption of, or interference with the Airport.

19. **False, Fraudulent, Defamatory, Deceptive or Misleading.** Advertising which is false, fraudulent, defamatory, deceptive, or misleading in any way within the meaning of Oklahoma or federal law.

20. **Illegal Advertising.** Advertising which is illegal under Oklahoma or federal law, or advertising that may conflict with any applicable federal, state, or local law, statute, or ordinance.

21. **Endorsement.** Advertising that implies or declares an endorsement by the Airport or the City of Stillwater without the prior written authorization of the Authority or City of Stillwater.

22. **Threatening Words.** Advertising that contains threatening words when applying contemporary community standards which common sense dictates should not be displayed inside an airport facility (e.g., killer, bomb, terrorist, hijack, etc.), or advertising that conveys any threat to do any act within the meaning of Oklahoma or federal law.

23. **Alcoholic Beverages.** Advertising that promotes consumption or purchase of alcoholic beverages, including but not limited to, beer, wine, liquor, and other alcoholic substances, is prohibited.

24. **Internet Addresses, Telephone Numbers or Media Sources.** Advertising that direct viewers to internet addresses, telephone numbers or other media sources that contain materials that would violate these advertising guidelines if the materials, images or information were contained in advertising displayed at the Airport.

25. **Likeness, Picture, Image or Name of Person.** Advertising that employs or commercially exploits without adequate proof of express written authorization, the likeness, picture, image or name of any person.

26. **Violation of Airport Rules and Regulations.** Advertising that suggests or otherwise tends to promote or encourages conduct on Airport facilities that would violate Airport rules and regulations.

C. Attribution Requirements:

Any advertising in which the identity of the sponsor is not readily and unambiguously identifiable must include the following phrase to identify the sponsor in clearly visible letters, no smaller than 72 point type for exteriors and 24 point type for interiors: "Advertisement paid for by (name of sponsor)."

III. Advertising Agreement and Submission of Material.

A. Advertising Agreement:

Access to Airport advertising space shall be granted exclusively through a written agreement with the Airport and approved by the Airport Director. The Airport Director shall develop a standard application form that shall incorporate this policy and any amendments thereto.

B. Written Approval of Advertisements:

All advertising at the Airport shall be approved by the Airport Director prior to display for compliance review. If the Airport Director determines that a proposed advertisement does not comply with these guidelines or is unable to make a compliance determination, s/he will notify the applicant of said non-compliance and discuss with the entity proposing the advertisement, revisions which, if adopted, would bring the advertisement into conformity with these guidelines.

C. Disputes:

The decision of the Airport Director to approve or reject any proposed advertising may be appealed to the Stillwater Regional Airport Authority. The decision of said Authority regarding the proposed advertisement shall be final.

IV. Reservation of Rights.

Airport reserves the right, subject to any contractual obligations, to alter these guidelines, including the right to set additional limitations and/or restrictions on advertising that may be displayed at the Airport, or to ban the display of advertising in those facilities altogether.

The display of advertising at the Airport shall not be interpreted to imply that the Airport or City of Stillwater endorses any brand, product, or service advertised.