

EXHIBIT "A"
ADVERTISING POLICY

Watauga Economic Development Corporation Advertising Policy

I. Operation.

The Watauga Economic Development Corporation (WEDC) operates several digital media signs located throughout the City.

II. Purpose.

The purpose of this policy is to set forth requirements for the advertising space on each of the digital media signs operated by the WEDC. The WEDC is dedicated to providing marketing and sales support that encourages business retention and expansion efforts.

III. Objectives.

- a. To showcase local business products, services, promotions, delivery, etc.
- b. To increase the visibility of our local brands in a more impactful way that helps reconnect businesses with the community.
- c. To assist local business advertising to connect with the target audience in a manner that drives the desired response.
- d. To provide information to the citizens and visitors of Watauga concerning the products, services, promotions, delivery, etc. offered by local businesses.
- e. To assist and encourage residents' participation in City programs and services.
- f. To provide notice of local government meetings to the maximum extent possible.
- g. To foster communication between the local government, citizens and business community.
- h. To provide information on public health, safety, and welfare issues.

IV. Marketing Materials.

Types of Marketing Materials:

- a. Brand Marketing - Announcements displayed in typewritten or graphic form with basic information for the business to include name, location, contact information and business hours.
- b. Promotional Advertising - The marketing of an event as it is happening, such as sales promotion or special marketing campaign directly related to the local business operation.
- c. Government Advertising – Advertisement by the City of Watauga or other local governments as provided herein that directly relates to City or other local government business matters to include

meetings, events and health and safety announcements and notices.

1. Public Service Announcements - short marketing advertisements, announcing events or issues of importance to the residents of Watauga.
2. Informational Programming – Marketing materials created for a variety of topics for informational purposes.

V. Community Announcements and Notices.

- a. Subject to space availability, the publication of announcements or notices on the WEDC's digital media signs is available free of charge to the City of Watauga, Tarrant County, the Keller Independent School District, the Birdville Independent School District and the Northeast Tarrant County Chamber of Commerce, subject to availability. Subject to space availability, events or activities that are sponsored by the City through direct or indirect contribution of public resources or by expressed support in the form of a City resolution may be posted on the digital media signs. Such City-sponsored events or programs must be supported by the WEDC and be located in the City limits of Watauga.
- b. Subject to space availability, non-profit 501(c)3 organizations that provide public health, safety and welfare services to the general public may post event information on the digital media signs, if advertising space is available. Subject to WEDC approval, the publication of event information on the WEDC's digital media signs is available free of charge to such organizations.
- c. Events publicized on the digital media signs must be local and must benefit Watauga residents.
- d. Community announcements and notices must be submitted four weeks prior to being displayed. Expiration of the advertisement will be the date of the event. Arrangements for publishing information on the digital media signs are at the discretion of the WEDC.
- e. All announcements submitted are limited to 40 words to ensure readability and should contain the following types of information:
 - i. Educational
 - ii. Public Announcements
 - iii. Business Promotion/Advertising
 - iv. Events
- f. Marketing materials may be edited for clarity and appropriateness. The content shall not violate nor infringe upon the rights of any person, firm or corporation.
- g. The WEDC retains the sole right to determine whether marketing materials are appropriate for publication on the WEDC's digital

media signs. The WEDC shall, at its sole discretion, have the right to refuse to air any marketing material.

- h. The posting of marketing material on the WEDC's digital media signs does not imply endorsement or sponsorship by the City of Watauga or the WEDC.

VI. Advertising Policy.

The WEDC controls the advertising space on the digital media signs and has complete editorial authority. Nothing contained herein is intended, nor shall be construed, to create a public forum or limited public forum under the United States Constitution or the Texas Constitution. The WEDC Executive Director is responsible for coordinating the operation of the advertising space on the digital media signs and enforcing the established policies.

VII. Marketing Material Content.

All advertisements and marketing information shall adhere to the following guidelines as set forth in this policy. The WEDC shall in its sole discretion determine whether advertising and marketing material meets the guidelines for posting on the WEDC's digital media. The WEDC shall, in its sole discretion, have the right to refuse to post any advertisement or marketing information.

- a. All programming broadcast on the WEDC's digital media signs must not contain:
 - 1. material that is obscene, libelous, slanderous, or knowingly violates any federal, state, or local laws;
 - 2. material that constitutes or references lottery, gambling, or parimutuel schemes;
 - 3. material designed to promote and/or endorse individuals seeking public office;
 - 4. material that requires copyright or trademark authorization unless written authorization for the use of such materials is secured;
 - 5. material promoting a specific religious or political viewpoint.
- b. All programming scheduled on the WEDC's digital media signs will comply with federal, state, and local laws, rules, and regulations, including decisions and orders of the FCC and the operating rules of Charter Communications governing the operation of the leased access channel on the system.
- c. All programming will be of a commercially acceptable technical quality and shall be compatible with the equipment used by the City and WEDC.

- d. All programming to be broadcasted on the digital media signs must be submitted by 3:00 p.m. on the 14th day prior to the requested broadcast.
- e. All programming broadcasted on the WEDC's digital media signs are subject to the availability of City Staff, equipment, and available space.

VIII. Advertising Pricing

Number of Views per Hour	1 Week	2 Weeks	3 Weeks
10	\$434	\$782	\$1,042
20	\$743	\$1,338	\$1,665
30	\$1,238	\$2,228	\$2,773

- a. The message rate shall be in accordance with City of Watauga Code of Ordinance Section 111-85(i)(1(a)(1).
 - i. Each view will be twelve (12) seconds in length.
- b. The start of the advertising week begins on Friday and ends on Thursday.
- c. Should all available space be purchased, a first come first serve waiting list will be established.
- d. Ten (10) business day advanced payment is required.

IX. Pricing Discounts

Discounts will be offered periodically to local Watauga businesses as approved by the WEDC Board.

X. Complaints concerning programming.

- a. Complaints may be submitted in writing to the WEDC through the WEDC Executive Director concerning programming, addressed as follows:

Executive Director
 Watauga Economic Development Corporation
 7105 Whitley Rd.
 Watauga, TX 76148

The written complaint shall state the date and time the advertisement was shown, the name of the advertisement, if known, and the specific complaint. The Executive Director or his/her designee, shall, as soon as practicable, advise the viewer in

writing of the disposition of the complaint. If the viewer is not satisfied with the disposition of the complaint, the viewer shall have the right to request a review of the matter by the WEDC Board and may submit a written complaint to the Board at the following address:

WEDC Board
Watauga Economic Development Corporation
7105 Whitley Rd.
Watauga, TX 76148

The written request for review shall state why the viewer is dissatisfied with the disposition of the complaint and the action(s) the viewer wants the Board to take. The request for review can also be made in person during the Public Comment section at any scheduled meeting of the Board. The Board shall review the complaint and consider if a future agenda item is warranted in order to provide a response.

The right to seek review as set forth in this policy shall be the viewer's exclusive remedy.

While the complaint and/or review process is pending, the WEDC shall have the right to continue or discontinue the publication of the advertisement(s) which is the subject of the viewer's complaint.

The WEDC shall have no obligation to publish any such advertisement or notice on the WEDC's digital media signs. The WEDC shall not provide any warranty or guarantee of workmanship on any product. The City or WEDC shall not be responsible or liable for the content of any programming of a third party.

When, in its sole discretion, the WEDC determines that an advertisement or notice requires a disclaimer, the disclaimer shall read as follows: *The views expressed in the following advertisement or notice are not necessarily those of the Watauga Economic Development Corporation or the City of Watauga.*