

This letter is written to clarify the I~Comm Student Media advertising policy and inform all parties of the standards under which advertisements are accepted or denied for publication, broadcast, pod-cast, or placed on the I~Comm Student Media products and web sites.

We are in a unique position as a media organization. We function at a university that is owned and operated by the Church of Jesus Christ of Latter-day Saints, and we are guided by its standards in our editorial and advertising content.

BYU-Idaho supports the advertising ethics and principles adopted by the American Advertising Federation (www.aaf.org) and will accept advertising that is in compliance with those principles, the BYU-Idaho Honor Code and I~Comm Student Media policies.

Specifically, I~Comm Student media will not accept advertising content which falls within the below parameters:

- 1) That which conflicts with the tenets and beliefs of the church.
 - A) From people within the church or from church dissidents who call into question the church's doctrines or the decisions of its leaders.
 - B) From those advertising, or implying endorsement of, illegal drugs, alcoholic drinks, or tobacco products, coffee, tea or other substance banned by the church. From those establishments where these items are the primary source of revenue.
 - C) From those businesses where either past record indicates widespread illicit sexual behavior takes place in connection with its operation, or it is felt that a high likelihood exists of such behavior taking place. This might include massage parlors, dating services or dance establishments of questionable motives.
 - D) That which advertises or implies endorsement of R-rated or NC-17 rated movies, either in live showing or video rental or purchase. We also will exclude PG-13 movies we feel are out of bounds.
 - E) Listing of hours a business is open on Sunday.
- 2) That which conflicts with the rules and regulations of BYU-Idaho
 - A) From advertisers whose products, activities, or events would force or encourage students to break provisions of the Honor Code or to other college or housing rules.
 - B) Advertising depicting anything that is contrary to the Honor Code of the University (including overly suggestive or revealing clothing).
- 3) That which is contrary to the business practices and policies established by I~Comm Student Media.
 - A) From advertisers whose accounts have fallen in arrears in payment sufficiently for the accounting office to begin collection procedures. This decision will be made by I~Comm Student Media.
 - B) From businesses whose advertising has been found to be misleading or fraudulent by an investigative agency, or whose advertising has prompted sufficient complaints from our reader / viewers to justify suspending further advertising until we have completed investigation of the complaints.
 - C) Advertising that libels or belittles another person or organization.

Advertisements will only be accepted from advertisers who adhere to the below listed standards established by the American Advertising Federation

Advertising Ethics and Principles

Adopted by the American Advertising Federation Board of Directors, March 2, 1984, San Antonio, Texas.

Truth: Advertising shall tell the truth, and shall reveal significant facts, the omission of which would mislead the public.

Substantiation: Advertising claims shall be substantiated by evidence in possession of the advertiser and advertising agency, prior to making such claims.

Comparisons: Advertising shall refrain from making false, misleading, or unsubstantiated statements or claims about a competitor or his/her products or services.

Bait Advertising: Advertising shall not offer products or services for sale unless such offer constitutes a bona fide effort to sell the advertising products or services and is not a device to switch consumers to other goods or services, usually higher priced.

Guarantees and Warranties: Advertising of guarantees and warranties shall be explicit, with sufficient information to apprise consumers of their principal terms and limitations or, when space or time restrictions preclude such disclosures, the advertisement should clearly reveal where the full text of the guarantee or warranty can be examined before purchase.

Price Claims: Advertising shall avoid price claims, which are false or misleading, or saving claims, which do not offer provable savings.

Testimonials: Advertising containing testimonials shall be limited to those of competent witnesses who are reflecting a real and honest opinion or experience.

Taste And Decency: Advertising shall be free of statements, illustrations or implications, which are offensive to good taste or public decency

Deadlines:

It is critical to the success of I~Comm and our advertisers that advertisement submission deadlines be met. Scroll advertisement deadlines are:

Thursday 12:00 pm **Space reservation and payment**

Friday 12:00 pm **Final ad artwork**

Friday 5:00 pm **Final ad corrections and advertising sign-off**

Please direct any questions about I~Comm Student Media advertising policies to the Brigham Young University – Idaho General Manager of I~Comm Student Media.

John Thompson
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