

## **One East Midlands' ETHICAL ADVERTISING POLICY (April 2011)**

### **About One East Midlands**

*One East Midlands* is a registered charity, working with the voluntary and community sector and wider third sector.

One EM brings together organisations and supports voluntary and community groups across the region to influence and shape policy, improve services and provide a single point of contact at a regional level for all stakeholders.

One EM is accountable to its members: voluntary and community organisations, frontline groups, public and private sector agencies. Through its membership, the sector is able to influence One EMs' work and ensure that the organisation achieves its objectives.

### **Advertising**

The advertising that is contained both in our printed publications and on our website should not bring the organisation into disrepute and should adhere to the following guidelines.

### **Procedures**

The communications team will identify and market advertising opportunities to organisations that are relevant to the audience of our website and printed publications. All advertising requests will be approved by the communications team based on the following criteria:

- their relevance to our audience
- they are not included in any restricted categories [listed below].

Any questions about an organisations' suitability will be referred to the Chief Executive.

Our prices for advertising will be available on our website. All income generated through advertising will be identified in our accounting procedures and will contribute to our charitable aims.

All advertising will be reviewed on a six-monthly basis.

### **Restrictions**

The communications team is free to approach any targets so long as they do not contradict the restricted list below or conflict with any existing contractual agreements that One EM has.

One East Midlands will not accept advertising that:

- Contains provocative images, including nudity, sexual terms and/or images of people in positions or activities that are excessively suggestive or sexual.
- Facilitate or promote offensive, profane, vulgar, obscene or inappropriate language.
- Contain, facilitate or promote defamatory, libelous, slanderous and/or unlawful content.
- Tobacco products
- Ammunition, firearms, paintball guns, BB guns or weapons of any kind
- Gambling, including without limitation any online casino, sports books, bingo or poker
- Scams, illegal activity and/or illegal contests, pyramid schemes or chain letters
- Uncertified pharmaceutical products
- Adult friend finders or dating sites with a sexual emphasis
- Adult toys, videos or other adult products
- Web cams or surveillance equipment
- Web-based non-accredited universities that offer degrees
- Inflammatory religious content
- Politically religious agendas and/or any known associations with hate, criminal and/or terrorist activities
- Hate speech, whether directed at an individual or a group, and whether based upon the race, sex, creed, national origin, religious affiliation, marital status, sexual orientation or language of such individual or group
- diet products and services
- cosmetic surgery
- any advertisements featuring premium-rate phonelines
- Content that advocates against any organisation, person or group of people, with the exception of candidates running for public office
- Content that depicts a health condition in a derogatory or inflammatory way or misrepresents a health condition in any way
- Any content which could be reasonably considered to discriminate or which encourages others to discriminate against any group on the basis of race, gender, sexual orientation, age, disability, faith, or gender reassignment

### **Notes**

The acceptance of any advertisement does not constitute One East Midlands' endorsement of the advertiser's products or services.