



## BALDWIN COUNTY COMMISSION

POLICY #2.17	
<b>Subject</b>	Advertising Requirements in Media Publications
<b>Date Adopted</b>	TBD
<b>Agenda Item</b>	TBD
<b>Obsolete Versions</b>	<a href="#"><u>All policies regarding this subject prior to the date adopted on this document.</u></a>  <u>Original adoption / previous revisions:</u> •August 19, 2008, Minutes Pg. 4

### **POLICY STATEMENT**

The purpose of this policy is to define the advertising requirements in media publications for various Baldwin County Commission departments.

### **A. PROCEDURAL REQUIREMENTS**

In order to carry out this policy, the following steps must be taken:

~~1. The various Baldwin County Commission departments will follow the instructions outlined in the attached *Media Publication Matrix* regarding who is required to advertise, for what occasion, what source outlines the requirement, the advertising language and the publications in which advertisements can be placed.~~

• The Baldwin County Commission departments will follow all current federal, state, and local laws regarding who is required to advertise, for what occasion, the advertising language, and the publications or physical locations in which advertisements are to be placed. Each department will have procedures in place to meet these requirements.

~~2. An original proof of publication from the newspaper in which said advertisement appeared shall be submitted to the County Commission on or before the public hearing date when such public hearing is conducted during a~~

~~— formal County Commission meeting. (When time permits, said *proof of publication* shall be attached to the *Agenda Action Form* that will come before the County Commission.)~~

~~In those cases when a public hearing is conducted outside a formal County Commission meeting, said *proof of publication* from the newspaper in which said advertisement appeared shall be submitted to the County Commission at the time the results of the public hearing are brought before the Commission in formal session. (When time permits, said *proof of publication* shall be attached to the *Agenda Action Form* that will come before the County Commission.)~~

• A proof of publication from the source in which said advertisement appeared will be kept on file by the Department Head responsible for the advertising, with a copy of the proof submitted to the County Commission on or before the County Commission meeting date where action is to be considered and/or public hearing date when such public hearing is conducted during a formal County Commission meeting.

In cases where a public hearing is conducted outside a formal County Commission meeting, said proof of publication from the source in which said advertisement appeared will be submitted to the County Commission Administrative Services Manager in a timely manner so the public hearing can be advertised on the official County website as well as any department sources. Each department head is responsible for placing advertisements on their respective official department webpage if required.

## **B. EXCEPTION TO POLICY**

Exceptions may be granted by a majority vote of the Baldwin County Commission. Exceptions do not constitute as new policy or establish precedence but will be granted on a case-by-case basis and will only apply to the specific matter before the Commission at that time.

## **ATTACHMENTS**

N/A