

MASSACHUSETTS
CONVENTION CENTER
AUTHORITY



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Digital Display Content Standards

Purpose

The Massachusetts Convention Center Authority (MCCA) has established a set of standards for all advertising, public service announcements, and promotional/informational content that runs on its digital displays.

The Digital Display Content Standards were created with these goals in mind:

- Create unique opportunities for Clients who host conventions, exhibitions, and other events at MCCA properties;
- Maintain a safe and welcoming environment for all MCCA visitors and passers-by, including minors who might view the digital content; and
- Avoid the false identification of the MCCA or the Commonwealth of Massachusetts with the displayed content or the viewpoints of its authors.

The MCCA reserves the right to suspend, modify, or revoke the application of any or all of these standards as it deems necessary to comply with state, local and federal law.

MCCA Operations and Promotions

The MCCA has the right to display on its property 1) content that pertains to MCCA operations and promotions and 2) other content consistent with these standards, such as public service announcements, digital art, and more.

Disclaimer

The content creator may be required to include a disclaimer indicating that the content is not sponsored by, and does not necessarily reflect the views of the MCCA.

Content Standards

The MCCA intends that its properties constitute nonpublic forums that are subject to the viewpoint-neutral restrictions set forth below. Certain forms of paid and unpaid content will not be permitted for placement or display on any exterior or interior MCCA digital assets.

The MCCA shall not display or maintain any content that falls within one or more of the following categories:

- Demeaning or disparaging: The content contains material that demeans or disparages an individual or group of individuals. For purposes of determining whether content contains such material, the MCCA will determine whether a reasonably prudent person, knowledgeable of the MCCA's Clients and visitors, and using prevailing community standards, would believe that the content contains material that ridicules or mocks, is abusive or hostile to, or debases the dignity or stature of, an individual or group of individuals.
- Smoking-related products: The content promotes the sale or use of tobacco, tobacco-related products, and electronic cigarettes including depicting such products.
- Alcoholic beverages: The content promotes the sale, purchase or consumption of alcoholic beverages, including but not limited to wine, beer and distilled spirits. Notwithstanding the foregoing, content may depict or refer to alcoholic beverages (either by brand name or category) or their consumption if such alcoholic beverages are the subject matter of an authorized event being held at an MCCA property.
- Profanity: The content contains profane language.

- Firearms: The content contains an image of a firearm in the foreground of the main visual, or (b) contains image(s) of firearm(s) that occupy 15% or more of the overall content.
- Violence: The content contains an image or description of graphic violence, including, but not limited to (1) the depiction of human or animal bodies or body parts, or fetuses, in states of mutilation, dismemberment, decomposition, or disfigurement, and (2) the depiction of weapons or other implements or devices used in the content in an act or acts of violence or harm on a person or animal.
- Unlawful goods or services: The content, or any material contained in it, promotes or encourages, or appears to promote or encourage, the use or possession of unlawful or illegal goods or services.
- Unlawful conduct: The content, or any material contained in it, promotes or encourages, or appears to promote or encourage, unlawful or illegal behavior or activities.
- Obscenity or nudity: The content contains obscene material or images of nudity. For purposes of these Standards, the terms “obscene” and “nudity” shall have the meanings contained in Massachusetts General Laws ch. 272, §31.1
- Prurient sexual suggestiveness: The content contains material that describes, depicts, or represents sexual activities or aspects of the human anatomy in a way that the average adult, applying contemporary community standards, would find appeals to the prurient interest of minors or adults in sex. For purposes of these Standards, the term “minor” shall have the meaning contained in Massachusetts General Laws ch. 272, §31.2
- Political speech: The content contains Political Speech. For purposes of these Standards, the term “political speech” means speech that (1) refers to a specific ballot question, initiative petition, or referendum, or (2) advocates, expressly or implicitly, for a change in or retention of the laws of the Commonwealth or any town or municipality thereof, or of the United States or any of its states, territories, or possessions or any town or municipality thereof, or (3) depicts or refers to any elected official or candidate for public office. Notwithstanding the foregoing, content may depict or refer to an elected official or candidate for public office if such official or candidate is speaking at, attending or otherwise involved in an event being held at an MCCA property.
- Religious speech: The content promotes or opposes a religion or denomination, religious organization, religious tenet or belief, creed, or other belief system.
- Endorsement: The content, or any material contained in it, implies or declares an endorsement by the MCCA or the Commonwealth of any service, product or point of view, without prior written authorization of the MCCA (through its Executive Director).
- False, misleading, or deceptive commercial speech: The content advertises or promotes a commercial transaction or otherwise relates to goods or services, and the content, or any material contained in it, is false, misleading, or deceptive.
- Libelous speech, copyright infringement, etc.: The content, or any material contained in it, is libelous or commercially disparaging or an infringement of copyright or an infringement of trademark, or is otherwise unlawful or illegal or likely to subject the MCCA to litigation.
- “Adult”-oriented goods or services: The content promotes or encourages, or appears to promote or encourage, a transaction related to, or uses brand names, trademarks, slogans or other materials which are identifiable with, films rated “X” or “NC-17,” video games rated M or AO, adult book stores, adult video stores, nude dance clubs and other adult entertainment establishments, adult telephone services, adult Internet sites, and escort services.

Review of Content

Before being displayed, all content and supporting information will be reviewed by the MCCA to determine whether it complies with content standards or falls into one or more of the prohibited categories.

If the content complies with the content standards, the appropriate parties will be informed that the content may be displayed.

If the content falls within one or more of the prohibited categories, the MCCA will notify the Client in writing. The Client may propose revisions and will have the option to submit revised content for review by the MCCA.

Formal Determination by MCCA

In case the MCCA and the Client cannot reach agreement about a revision of the content, the Client may request a final written notice of the MCCA's decision. The MCCA's formal determination is final and is not subject to further administrative review.