

# Metro Board Approved Policy

## Media Procurement Policy

*Adopted: November 28, 2002*

### Historical Perspective

In the authority's normal course of business, MTA must reserve and purchase space and/or time in various communications media to provide public notice of meetings and to introduce and promote MTA programs and services to the public. The Board of Directors approves this general work plan through the Fiscal Year budget process. Currently, MTA is using in excess of 100 print publications and over 50 radio stations in its base communication plan; other media outlets maybe used as appropriate.

The pricing and availability of various forms of media are highly fluid, and are driven by supply and demand on a daily basis as well as changing seasonal and economic factors. Consequently, successful media procurements require the ability to make quick commitments in order to secure the desired media at favorable rates and with favorable placement.

Currently, MTA's Communication Strategic Business Unit contracts with a Media Buyer whose responsibility is to obtain and analyze bids from media outlets, negotiate rates and recommend the most efficient and cost-effective choices to Communications management for each required media procurement. As a result, the subsequent internal MTA procurement and approval processes for these purchases are redundant and can impede the timely purchase and utilization of the desired media.

Procurement and Communication management therefore concur that it would be in the best interests of MTA to expedite media procurements through adoption of this Media Procurement Policy.



**Metro**

## ATTACHMENT A

### **MEDIA PROCUREMENT POLICY**

#### **PURPOSE:**

The purpose of this policy is to enable the timely purchase of communications media to meet MTA's needs by exempting such purchases from the standard procurement process and delegating sufficient budget authority to the CEO or the CEO's designee to execute contracts with individual media outlets as necessary.

#### **POLICY STATEMENT:**

Under this policy, MTA shall facilitate media procurements by authorizing a designated Media Buyer to conduct competitive solicitations for such procurements in a manner consistent with media industry practices.

1. The Media Buyer shall be either an outside professional services consultant obtained through the standard procurement process or a qualified Communications staff member.
2. The Media Buyer shall be responsible for obtaining and analyzing bids from media outlets, negotiating rates and "bonus" space or time, recommending the most efficient and cost-effective media choices to MTA Communications management and placing media orders on behalf of MTA with the written approval of the CEO or the CEO's designee.

All subsequent required documentation for media procurements shall be maintained internally by procurement staff in a manner consistent with the spirit and intent of the Board-adopted "Procurement Policy and Procedures." However, these documentation procedures shall not impede MTA's ability to commit to media purchases in a timely fashion.

Media procurements shall be initiated through the Communications Strategic Business Unit by the Chief Communications Officer or the CCO's designee. The purchase of classified advertising for procurement and recruitment notices is excepted and is not affected by this policy.

To preclude the need for repetitive individual administrative Board actions, the Chief Executive Officer's delegated signature authority specifically and exclusively for media contracts covered by this policy shall be \$500,000 with \$250,000 aggregate amendment authority.

The Chief Executive Officer is responsible for ensuring that this policy is converted to an action plan, budgeted for appropriately and implemented by staff.