

Summary of Policy

The Board allows designated media buyers to procure media, such as radio and television advertising, in a manner consistent with media industry practices. Media buyers may be either outside professional services or members of the Communications staff. They are responsible for obtaining and analyzing bids from media outlets, negotiating rates, and recommending media choices to management. Media buyers may also place orders on behalf of the agency with the approval of the CEO or designee.

The Board's Procurement Policy requires Procurement staff to document media purchases. The Chief Communications Officer or designee may initiate media procurements, and the Chief Executive Officer or designee may sign for media contracts for up to \$500,000, with \$250,000 aggregate amendment authority.

Historical Perspective

There was no previous policy for media procurements. The Board adopted the current policy to expedite media procurements, since media space is offered on a first come, first served basis. It was in our best interests to provide a streamlined process for these procurements.

Last Board Action

December 12, 2002 – Media Procurement

The Board approved on consent calendar adoption of the proposed policy for the expedited procurement of communications media.

Attachment

Media Procurement Policy

See Related

[Procurement](#)

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.

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.