



Massachusetts Bay Transportation Authority

Mitt Romney
Governor

Kerry Healey
Lt. Governor

John Cogliano
Secretary and MBTA Chairman

Daniel A. Grabauskas
General Manager

December 11, 2006

Campaign for a Commercial-Free Childhood
c/o Judge Baker
Children's Center
53 Parker Hill Avenue
Boston, MA 02120-3225

Dear Campaign for a Commercial-Free Childhood:

I am writing to update you on developments regarding the MBTA's advertising guidelines since my November 22, 2006 letter. The MBTA's existing advertising guidelines were developed as the result of a series of lawsuits generated by the MBTA's rejection of several controversial ads. Those guidelines were developed with the assistance of a group of educators and public officials. The guidelines were recently reviewed by the Federal Appeals Court for the 1st Circuit in *Ridley v. MBTA* and found to meet constitutional standards.

The ads run by the MBTA for the video game "Grand Theft Auto: Vice City Stories" caused the Authority to address a gap in the guidelines relating to video game advertising. These guidelines were, thereafter, amended to exclude video games rated by the Entertainment Software Rating Board M or AO.

I am pleased to inform you that advertising for video games rated by the Entertainment Software Rating Board M or AO will no longer run on the MBTA system. Specifically, at the December Meeting, the MBTA Board of Directors approved this amendment to its advertising guidelines. I thank you for your concern with our advertising policy and hope the new guidelines will avoid a reoccurrence of an issue of this matter.

Very truly yours,


Daniel A. Grabauskas
General Manager

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Driven by Customer Service

Massachusetts Bay Transportation Authority, Ten Park Plaza, Boston, MA 02116-3974