INSTITUTE FOR ADVERTISING ETHICS

RESOLUTION

Whereas, the Reynolds Journalism Institute of the University of Missouri School of Journalism and the American Advertising Federation have established the Institute for Advertising Ethics,

Whereas the Advisory Council of the Institute for Advertising Ethics has adopted a Preamble and series of Principles on behalf of the Institute for Advertising Ethics and,

Whereas, the Institute for Advertising Ethics has registered said Preamble and Principles as its exclusive property under copyright laws,

Be it resolved, that the IAE Advisory Council will grant to those interested parties the right to endorse and promote said Preamble and Principles utilizing the name of the Institute for Advertising Ethics, upon notification to the Executive Director of the Institute,
Be it further resolved, that such parties may recommend to the Institute for Advertising Ethics additional appropriate and relevant Commentaries pursuant to one or more of the Principles, provided such Commentaries have been submitted for approval by the Institute for Advertising Ethics. Approval will have been secured for such additional Commentaries upon their acceptance by the Advisory Council and publication on the Institute for Advertising Ethics web site.

Adopted by the Advisory Council of the Institute for Advertising Ethics

April 14, 2011

Wally Snyder

Executive Director