# Paid Content Policy

*Established August 2026*

## INTRODUCTION

Georges Media Group offers advertiser-driven paid content to publish within its suite of products; in print, online, in video format and on social media. The company always distinguishes between editorial content and content paid by an advertiser in all formats. These guidelines address necessary distinctions in these two content categories in both video and social media formats.

## SECTION I: TERMINOLOGY

The company recognizes that not all paid content is alike and has set forth guidelines based on the type of paid content to be published. Georges Media Group distinguishes paid content into three separate categories:

**Sponsored News Content**: Content produced by the newsroom to inform audiences and/or to enrich the reader experience that can be sponsored by one or more advertisers. Sponsored News Content may receive financial support from an advertiser, but the news operation will maintain editorial control over the content.

**Branded Content**: Content promoting a specific advertiser or brand, produced for an advertiser. This is content with only the advertiser in mind and that has the sole objective of providing the advertiser brand exposure. Branded Content is not a product of Georges Media Group's news operation.

**Content Partnership:** A sub-category of Branded Content in which the company and an advertiser collaborate to create video and/or social content that otherwise likely would not have been produced; but both enriches the reader experience while also featuring the advertiser.

## SECTION II: IDENTIFICATION

Georges Media Group has strict protocols to appropriately present and label all paid content. Identification of paid content is critical to maintain the company's journalistic

integrity and to alleviate reader/viewer confusion. Below are the guidelines for the presentation and labeling of each category of paid content:

**Sponsored News Content:**
**Video:** Content brand logo (if applicable) and advertiser logo will appear at beginning for the first five seconds of video. Content to be labeled as “presented by” the advertiser on the video. The advertiser logo may remain in view for the full length of the video content with newsroom approval.

**Social:** The above guidelines will apply to all video shared on social. No additional social-specific guidelines are in place.

**Branded Content (including Content Partnerships):**
**Video:** Content to be labeled as “sponsored by” the advertiser on the video. The advertiser logo must remain in view for the full length of the video. This will often accompany a logo created for the Content Partnership that is unique to the content series.

**Social:** In addition to the above guidelines, a “paid promotion” tag is placed by the social media platform adjacent to the caption. Caption will include “sponsored” at the beginning of the caption.

**Website:** A second variation of each video will be produced to run specifically on the company website(s); this version will include only one edit from the original: the addition of a “paid promotion” tag that will appear at the bottom of the video for first five seconds for the website video player view. Content will be labeled as “sponsored” at the start of the video headline.

**SECTION III: COMPANY TALENT**

The guidelines in this section outline the company’s protocols around featuring journalists and other content creators within or outside its employee workforce, described as “Talent,” in paid video content that is branded or that receives sponsorship. This section also outlines how each individual Talent should be introduced/labeled based on their role within the company.

**Use of Talent:**
Newsroom journalists for the three Advocate and The Times-Picayune newsrooms who primarily produce written content may be utilized for all video content under the category of Sponsored News Content. This form of video is always created by the newsrooms.

No editor, reporter, columnist, photographer, videographer or digital producer can participate in either Branded Content or Content Partnerships in video or other format. An exception can be our community meteorologist, with newsroom approval.

Also, journalists hired as freelancers could appear in Sponsored News Content when approved by newsroom leadership.

Other content creators employed by Georges Media Group, outside of the news organization may be used for Branded Content and Content Partnerships.

All other Georges Media Group staff outside of the newsrooms may be utilized for Branded Content or Content Partnerships if approved by their respective department head. These staff members outside of the news organization should not be featured in Sponsored News Content.

**Identification of Talent:**
All journalists and news content creators should be introduced and labeled as representing their respective media brands (The Advocate, Times Picayune, NOLA.com, etc.)

Other content creators not employed by the newsrooms and all other Georges Media Group staff should be introduced and labeled by name-only in Branded Content.

## SECTION IV: MODERATION OF SOCIAL MEDIA FOR BRANDED CONTENT

For paid/sponsored content, commenting on social media platforms shall remain on at all times, but it should be moderated — with the ability to hide comments by Georges Media Group's advertising social media review team.

The social media review team will moderate/hide/block individual user comments that are racist, sexist, homophobic, transphobic, include false/prima facie information or are generally offensive.

Further, the social media review team can moderate/hide/block individual user comments deemed questionable by the content sponsor.

Similarly, any newsroom staff member concerned about comments should always bring them to a senior editor for review and possible moderation.

## SECTION V: EDITORIAL AND PAID CONTENT BALANCE

### Paid content distribution balance

- Branded Content Social Posts have a maximum of two posts per day per market.
- Content Partnership Social Posts have a maximum of one post per day per market.
- Social Ad Posts have a maximum of two posts per day per market; this limit can be extended to three posts per day per market in the case of unique event seasons.

Exceptions to these guidelines may be approved by company Publisher.

### Guidelines on acceptance of paid content

Georges Media Group does not allow any direct political or advocacy Branded Content in video or on social. Political and advocacy advertising for the company is defined as any advertising with a direct call-to-action for readers to contact their elected officials, cast votes in a specific direction or engage in other political acts or activities.

Outside of these categories, the company does not prohibit any business category or topic to be featured in Branded Content or in Content Partnerships. However, the company reserves the right to have the company Publisher provide final approval on Branded Content video based on the content or any requested customization from the advertiser. In situations of sensitive Branded Content topics that are prominently in the news, advertising leadership should make newsroom leadership aware of the content and scheduling.