

WHEREAS, In Ordinance No. 91-169, the Chicago Transit Board ("Board") established advertising guidelines permitting certain advertising in or upon Chicago Transit Authority ("Authority") vehicles and facilities; and

WHEREAS, According to an August 2008 Chicago Sun Times article at least 36 Chicago public school students have been killed since September 2007; and

WHEREAS, There is a demonstrable correlation between intensely violent video or computer games and violent or aggressive behavior (see "Video Game Violence and Public Policy" by David Walsh, Ph.D. and "The Effects of Violent Video Game Habits on Adolescent Hostility, Aggressive Behaviors, and School Performance by Gentile, Lynch, Linder and Walsh); and

WHEREAS, There is evidence that many of these violent video or computer games are marketed toward children under 17 years of age (see Federal Trade Commission study, September 2000); and

WHEREAS, The Authority has a substantial interest in ensuring that its assets and resources are not used to advertise violent video or computer games which may foster or encourage violent or aggressive behavior; and

WHEREAS, The Entertainment Software Rating Board ("ESRB") has developed ratings for video and computer games so that consumers can make an informed decision regarding the content of such games; and

WHEREAS, The most violent video and computer games are given ESRB ratings of "Mature" or "M" and "Adults Only" or "AO"; and

WHEREAS, The ESRB rating of "Mature" or "M" indicates that the game may "have content that may be suitable for persons ages 17 and older and titles in this category may contain intense violence, blood and gore, sexual content and/or strong language;" and

WHEREAS, The ESRB rating of "Adults Only" or "AO" indicates that the game may "have content that should only be played by persons 18 years and older and titles in this category may include prolonged scenes of intense violence and/or graphic sexual content and nudity;" and

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WHEREAS, The CTA seeks only to restrict advertising of these two categories of computer and video games, which include the most violent games; now therefore:

BE IT ORDAINED BY THE CHICAGO TRANSIT BOARD
OF THE CHICAGO TRANSIT AUTHORITY:

SECTION 1. The Chicago Transit Board hereby amends the advertising guidelines identified as Exhibit 1 to Ordinance No. 91-169 (attached) by prohibiting any advertisement on CTA vehicles and facilities which markets or identifies a video or computer game with an ESRB rating of "Mature" or "M" or "Adults Only" or "AO."

SECTION 2. This ordinance shall be in full force and effect on January 1, 2009.

APPROVED:

PASSED:

Chairman

November 13, 2008

Assistant Secretary

November 13, 2008