



bridge city media

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Policy on Clients and Projects

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Bridge City Media's mission is to **create honest connection** between brands and their communities, **expertly crafting** words, images, and video to tell the stories of local businesses and changemakers. In keeping true to our mission, we have outlined a few additional policies of who we work with and how we work with them.

Bridge City Media will prioritize working with companies or organizations that may exist in the following categories:

- 501c3 nonprofits
- Certified B Corporations
- Companies who have a majority ownership in BIPOC and/or Women/Trans communities
- Companies that operate in sustainable innovation
- Community-accessible health care services
- Public education organizations

While we may also work with companies that don't fit into these categories, we can reserve the right to refuse service to new projects if there would be a scheduling conflict with a client that may fit within these.

Bridge City Media will not do business with any of these industries or categories:

- Oil refineries or distributors
- Weapons dealers or manufacturers
- Prisons and law enforcement
- Military groups
- Large companies (100+ employees) that coordinate regularly with animal agriculture

- Multi-level marketing companies
- Companies in the midst of a worker strike or union dispute
- Companies, projects, or initiatives that we feel participate in:
 - Cultural appropriation.
 - Sexist, racist, ableist, homophobic, or transphobic behavior
 - Participate in excessive environmental damage

In addition to our preferences of companies to work with, we also want to be mindful of the value of the custom packages that we design for our clients, as well as the validity of the messaging that they'd like to use in their content.

We will not move forward with any project for any client if we feel it would be an unwise investment for their organization. We take no pride in selling a video or marketing package that we feel may be harmful to our clients. We make sure to have pragmatic conversations with our clients about their goals and current challenges. We frequently make recommendations to companies to prioritize their focus in other projects prior to investing in video or other marketing services.

We also want to ensure that the messaging our clients would like to share and promote is indeed honest and doesn't support offensive or harmful content. We may make strong recommendations for changes to scripts or ideas for content, and if content begins to compromise our values, we reserve the right to cancel contracts.