Brock University Campus Promotions Policy

Revised October 2010

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Purpose:

There are a variety of activities and services that can be offered to the members of the University community through the use of flyers, posters, banners etc. The Campus Promotions Policy has been adopted for the purposes described below:

Access: To provide equal access to the space designated for the promotion of campus news, information, policies, programs, and events, while protecting campus property.

Information and Promotion: To provide a means for students, recognized student organizations, campus departments and other University organizations to provide information and promote activities, events, and services.

Regulation of Commercial Material: To protect the campus from distracting commercial and promotional materials and activities sponsored or jointly-sponsored by non-Brock entities.

Appearance of Physical Environment: To maintain and improve the appearance of the physical environment of the campus.

Paper Waste Reduction: To reduce the amount of paper used for posting and encourage recycling of removed materials.

Scope:

This policy regulates all areas on campus, with the exception of faculty or department sponsored bulletin boards, and applies to all Brock University students, faculty and staff, as well as to the general public. Students, recognized student organizations, faculty, staff or other university organizations or units may have a sign publicly posted on University property only if consistent with this policy and if approved by Student Life and Community Experience or the appropriate University department (in the case of faculty/department specific bulletin boards).

Definitions:

"Adhesive" - any tape, glue, or material used to assist in posting papers, flyers or other objects to a surface.

"Bulletin board" - a corked board or strip, surrounded on two or four sides by a frame, designed for posting material by tacks or other approved means.

"Chalking" - the use of a water-soluble substance or a substance washable by rain that is for the purpose of writing or drawing on concrete/paved sidewalks.

"Department" - any division, department, office, academic unit, program, or center officially recognized as a Brock entity.

"Distribution" - the act of delivering, handing out, or passing out material.

"Flyer" - any material used for the purpose of advertising, whether it is promotional, political, commercial or informational in nature.

"Material" - any paper, product, item, or object used for the purpose of advertisement, display, or distribution, whether it is promotional, commercial or informational in nature.

"Non-Brock Entity" - any business or operation, private, public or commercial that is not recognized as a Brock owned or operated entity.

"Posting" - the placing of any material, used for the purpose of advertising, whether it is promotional, commercial or informational in nature, on any object or surface.

"Sticker" – any form of paper material with a gummed back or self-adhesive label (i.e. bumper stickers, name tags, labels, etc.).

"Student Organization" – a student group officially recognized and sanctioned by the Brock University Students Union, a Brock department, program, unit or office, or Brock sports clubs.

“Poster” – A piece of ledger sized paper (11” x 17”) or smaller, to be hung on the Brock campus and used for the purpose of advertising whether it is promotional, commercial or informational in nature, on any object.

“Banner” – A piece of paper larger then 11” x 17” and smaller than 7’ x 4’to be hung on the Brock campus and used for the purpose of advertising, whether it is promotional, commercial or informational in nature, on any object.

“Sign” - billboards, decals, notices, placards, posters and any kind of hand-held sign.

Rules & Regulations

1. A student, recognized student organization, faculty or staff member, university organization, or university unit can submit an advertisement to Student Life and Community Experience at the SLIC (Student Leadership Innovations Commons) in MCA 204 to be reviewed and approved to be publicly posted by the individual advertiser(s) in predetermined locations within the University.

2. Approval for posting will take no longer than two (2) business days.

3. An advertisement will be permitted only if it is consistent with this policy and with the applicable University policy or protocol (i.e. Student Code of Conduct, Respectful Work and Learning Environment policy).

Non-permissible advertisements:

1. The following shall not receive approval or be allowed to be posted anywhere on campus. Materials to be posted may not:
    - display trademarks and/or reference to illegal drugs
    - contain material that would be in violation of the alcohol policy
    - contain material that is obscene, pornographic, vulgar, libelous, racist, sexist, homophobic or is in violation of the Respectful Work and Learning Environment Policy
    - contain material directed to incite violations of the Student Code of Conduct
    - contain commercial and/or promotional material sponsored by non-Brock entities
    - General solicitation without the appropriate approval

2. An advertisement may be printed in any language provided it contains a literal, legible and reasonable sized English translation on the same advertisement. The name of the sponsoring organization must appear in English on all advertisements.

3. No advertisement is permitted to obstruct the plain view of any other advertisement.

4. The University reserves the right to remove advertisements posted pursuant to this policy, which materially disrupt or interfere with the normal activities of the University, and which interfere with the free and unimpeded flow of pedestrian or vehicular traffic.

Types of Advertisements

Posters

5. A maximum of thirty (30) posters for any service, initiative, activity, or event can be posted on campus. A maximum of one (1) poster is permitted on any bulletin board.

6. If the advertiser wishes their poster to be posted for up to seven (7) days, up to thirty (30) posters may be approved. For a period of eight (8) to fourteen (14) days, up to twenty (20) posters may be approved. For a period of fifteen (15) to twenty-eight (28) days, up to ten (10) posters may be approved. For a period of twenty-nine (29) to fifty-six (56) days up to five (5) posters may be approved.

Number of Days Posted	1-7	8-14	15-28	29-56
Maximum Number of Posters	30	20	10	5

7. All posters will be authorized for a maximum period which is not to exceed fifty-six (56) consecutive days after the date of authorization. If the event occurs within this fifty-six (56) day period, the poster will be approved for no longer than the day after the event is set to occur.

8. The maximum size of a poster is ledger sized (11” x 17”).

9. All posters must have an identifiable function and expiry date.

10. Once the original approval period has expired, the individual advertiser(s) may renew for another posting period. The renewal is subject to all the same regulations as the original posting period.

11. Campus bulletin boards are for use by Brock organizations, academic or administrative units and departments only.

12. Postings by external agencies and organizations will not be authorized unless the event is sponsored by a recognized student organization or a University department, and has been properly approved by Student Life and Community Experience.

13. Postings are permitted on bulletin boards only, and may not be adhered to other surfaces via adhesives.

14. Posters are not permitted inside classrooms or on classroom doors in any building on the University campus.

15. Posting on bulletin boards must display a Brock University Campus Promotions Policy Approval stamp. Any postings not on a bulletin board, that have expired, or are without a stamp will be removed and discarded.

16. Academic and administrative departmental bulletin boards are the responsibility of the respective departments, and will be monitored by the respective department unless otherwise stated. Postings on departmental boards must have departmental approval. Permission to post within glass-enclosed bulletin boards must be obtained from the office or department to which the board has been assigned.

17. Campus bulletin boards will be identified by a sign bearing the Brock University Promotion Policy logo in the top right hand corner of the board. If the board does not have the Brock University Promotion Policy sign, the advertiser(s) may not post on that board without the approval of the academic or administrative unit that owns that particular board. Any posters placed on these boards without such approval will be removed.

18. Advertisers can bring their poster to the Student Leadership Innovation Commons (SLIC) MCA 204 between the hours of 9AM and 6:00PM during the months of September to April for approval. During the summer months (May to August), they can be submitted between the hours of 10AM and 4:00PM.

19. Poster Hanging and Removal: Posters must be submitted to the Student Leadership Innovation Commons (SLIC) in MCA 204 during regular business hours for approval. Upon approval, posters will be stamped with the appropriate markers and hung by the individual advertiser(s). Posters will be removed and discarded by a Brock employee once the expiry date has passed.

20. Campus buildings will be inspected on a regular basis and postings that have not been approved, have been hung incorrectly, or have expired will be removed and discarded.

21. Bulletin boards will be completely cleared at the end of every term with the exception of posters that have received specific approval to remain posted during the period between semesters. Approval for such circumstances can be received by contacting Student Leadership Innovation Commons (SLIC) at extension 6321.

22. The end of term board clearing will occur the day after the last exam is scheduled.

Banners & Flags

23. Banners are permitted in the following areas: Thistle Corridor, Walker Complex, and Mackenzie Chown A Block. Banners are not permitted in any other location on campus.

24. Banners cannot exceed 7’ x 4’.

25. Banners can then be submitted to Student Life and Community Experience at the Student Leadership Innovations Commons (SLIC) by Friday at Noon (12PM) to be hung by Facilities Management in predetermined locations.

26. Banners will be hung once a week on Mondays and will be authorized for a maximum period, which is not to exceed fourteen (14) consecutive days after the date of posting. Once expired, the banner will be removed and stored for a period of one week for pick up. Banners will be discarded if not collected.

27. If Monday is a holiday during which the university is closed, the banners will be hung on the next day that the University is open.

28. Any party that wishes to have a banner hung externally on a campus building are to contact Facilities Management for hanging.

29. Banners are not to obstruct the view of any university signage, directional or otherwise.

Freestanding signs

30. Freestanding signs and their locations must be consistent with fire codes.

31. Freestanding signs are permitted to remain for a maximum of five (5) days and must be promptly removed by the sponsoring organization. Renewal of space may occur at the conclusion of the five-day period, if available.

Flyers/Handbills

32. The distribution of flyers/handbills must be approved in advance by Student Life and Community Experience at the SLIC (Student Leadership Innovation Commons) in MCA 204.

33. The passing or handing out of literature, flyers, posters, advertisements, or any other material is limited to recognized Brock student organizations, departments and programs.

34. Non-Brock entities, organizations or agencies may not distribute flyers/handbills.

35. No commercial advertisements can be distributed through the use of flyers/handbills on the Brock campus.

36. Organizations passing out flyers/handbills will be responsible for the clean up or removal of any related flyers/handbills that litter campus grounds or facilities, regardless of the source or method of this littering.

37. The passing out of materials must be conducted in a courteous manner, and can not be disruptive to the Brock community or the orderly processes of the University. Materials may not be forced upon any individual.

38. The placing of flyers/handbills under windshield wipers of the cars parked on campus is not permitted.

Stickers

39. Placing a sticker on any object or property of the University is strictly prohibited.

40. Stickers are for the sole purpose of distributing to an individual as bumper stickers, nametags, informational material or stickers to be worn by a person.

Chalking & Window Writing

41. Any Brock organization wishing to chalk sidewalks and walkways or use window writes on University windows, must present in writing for approval all messages and/or images that will be chalked or written to Student Life and Community Experience at the SLIC (Student Leadership Innovation Commons) in MCA 204 at least three (3) working days prior to the proposed date of chalking.

42. All chalking must be done outside, on horizontal surfaces only, and not within 50 feet of any door. Chalking must be done in open areas that can be directly washed by rain. Chalk is not permitted under any overhang.

43. The substance used for chalking must be water-soluble and easily washable by water or rain.

44. Chalking is prohibited on brick surfaces, walls, benches, glass, windows, doors, pilings, columns, painted surfaces, trees, traffic signs, light posts, emergency call stations, fixtures, mailboxes, newsstands, bus stops, utility boxes, motor vehicles, sculptures, and other objects, except designated sidewalk areas.

45. All window writing must be done with material created for the purpose of window writing. Window writing is only permitted on windows and may not be used on any other glass surfaces on campus.

46. Window writings are permitted for a period not to exceed one (1) week, after which it is the responsibility of the party to remove.

Purpose of Advertising

Events

47. Approved advertisements with the purpose of promoting an event or function with a date, time and place can also be posted on the Brock University Online Events Calendar.

48. Advertisements from external agencies with or without a Brock affiliation may also be permitted to use the Brock University Online Events Calendar as a means of promotion for their events. The University reserves the right to authorize all organizations and events prior to posting on the website.

49. Promotion of an event on the Brock University Online Events Calendar can be done via online submission or by filling out a registration form at the SLIC (Student Leadership Innovation Commons) in MCA 204.

50. If one is also interested in having their event appear on CampusTV, this must be specified on the registration form. However, due to the large number of events that take place, there is no guarantee that one's advertisement will appear on CampusTV. University-related events take priority.

Awareness

51. Advertisements whose main function is to create awareness may also use CampusTV as a promotional venue.

52. To have an advertisement reviewed for the purpose of appearing on CampusTV please send an email to gcigic@brocku.ca.

Solicitation

53. Solicitations of any type is not permitted on the university campus, with the exception of organizations having made contractual arrangements with either a University department, the Brock University Students' Union or the Graduate Students Association, and are in accordance with the Brock University Guidelines for Campus Sales.

54. Members of the Brock community who are interested in selling personal items may submit one (1) poster to the SLIC (Student Leadership Innovation Commons) in MCA 204 for approval to be hung on the assigned 'FOR SALE' bulletin board located in Thistle Complex next to the General Brock Store.

55. Posters on the 'FOR SALE' board may not exceed 8.5" x 11"

56. An individual may not post more than one (1) advertisement on the 'FOR SALE' board at any given time.

57. A poster on the 'FOR SALE' board may list as many items as the advertiser(s) would like provided that the size of the poster does not exceed the maximum size permissible.

58. The Student Life and Community Experience staff reserves the right to rearrange the posters displayed on the 'FOR SALE' board at any time and without prior notification.

59. Advertisements on the 'FOR SALE' board must display the appropriate coloured stamp. Any other kind of advertisement in this location will be removed and discarded.

60. Advertisements selling personal items found elsewhere on campus will also be removed and discarded.

61. In addition to the 'FOR SALE' board, members of the Brock community may list their items for sale on the Brock Buy/Sell website. This service can be found at www.brocku.ca/ocl

Temporary Directional Signs

62. Directional signs may only be posted on non-painted concrete surfaces.

63. Groups that require temporary directional posters for an event may post their signs themselves provided they remain affixed, and that they are removed by the sponsoring organization within 24 hours of the conclusion of the event.

64. Prohibited Areas for Posting:
    - On the exterior surfaces of any University buildings or on lamp posts, garbage cans, trees, etc.
    - On any window or door
    - On any painted, wood, or wall covering surface inside buildings, including the 'Red Wall' located in the Walker Complex
    - On any glass surface or framework
    - Inside rest rooms with the exception of out of order signs
    - Inside elevators or on elevator doors with the exception of out of order signs
    - On any light fixture

- Inside classrooms (bulletin boards in classrooms are for academic use only)
- On vehicles parked on University property
- On or in permanent or temporary art galleries
- Inside the Library
- In stairwells or on railings
- On fire or emergency equipment

Student Elections

65. Postings for the purpose of campaigning for the BUSU Executive, Senate, Board of Trustees, BUSAC, Referendums, Board of Directors or any forms of bi-election must be in strict accordance with BUSU's elections policy.

66. Postings for the purpose of campaigning for the Graduate Students' Association shall be in accordance with the constitution of the GSA. (Any proposed changes to the election policy will be dicussed with the Associate Vice President of Student Services.)

Rental Accommodations

67. General postings advertising rental accommodations are not permitted anywhere on campus. Individuals interested in advertising a rental property can do so with the Off-Campus Living office located in DC207 or at www.brocku.ca/ocl.

Employment Advertisements

68. Postings advertising employment opportunities are not permitted on campus bulletin boards with the exception of on-campus student, staff and faculty positions. Such advertisement may be displayed for a maximum of fourteen (14) days. Individuals interested in advertising any type of employment opportunities on the Career Services Job Posting site can do so by visiting https://careerservices.brocku.ca/Employers.

69. Individuals wishing to advertise employment opportunities can visit https://careerservices.brocku.ca/ or contact lkuiper@brocku.ca for more information on the various advertising opportunities such as banners, sponsoring events and workshops on campus, or placing a logo on the Career Services website.

Non-Compliance

70. Any individual or party found in violation of this policy will be subject to the appropriate University disciplinary process and/or the loss of advertising privileges on the Brock University Campus.

71. Parties in violation of this policy will be notified by a University representative. The offending party will be provided with 24-hours from the date of receipt of the notification to remedy the situation. Should the offending party not take action within a 24-hour period said party will be billed for all costs associated with the removal and/or clean up.

SUPPLIMENTAL DOCUMENTS

Brock University Campus Promotions Policy at a Glance

Brock University Campus Promotions Policy Agreement

How do I Display my Poster on Campus Bulletin Boards? A step by step

How Does the Campus Alcohol Policy Affect the Brock University Campus Promotions Policy?

Brock University Campus Promotions Policy at a Glance

The Brock University Campus Promotions Policy regulates all areas on the Brock University campus.

Students, recognized student organizations, faculty, staff or other university organizations or units may have a sign publicly posted on University property only if consistent with this policy and if approved by Student Life and Community Experience or the appropriate University department (in the case of faculty/department specific bulletin boards).

> External agencies/organizations must be sponsored by, and go through, a registered student group or University department, or may post on departmental boards with departmental approval. The affiliated department's name and contact information must appear on the poster.

All advertisements must be submitted to Student Life and Community Experience at the Student Leadership & Innovation Commons (SLIC MCA 204), to be approved and stamped before being publicly posted by the individual advertiser(s) on campus.

An advertisement may be printed in any language provided it contains a literal, legible and reasonably sized English translation on the same advertisement.

Individuals wishing to advertise employment opportunities or rental accommodations should contact Career Services or Off Campus Housing Services, respectively.

The Brock University Online Events Calendar is available for the promotion of events or functions. External agencies with or without Brock affiliations may receive approval to advertise using this service. The University reserves the right to authorize all organizations and events prior to posting on the website. Advertiser(s) may also be permitted to advertise on CampusTV. University related events take priority.

Posters

Posters are permitted on BULLETIN BOARDS ONLY and are not permitted in any other locations. Posters that are affixed to painted walls, concrete walls, glass cases or windows, or any surface other than campus bulletin boards will be removed and discarded.

The hanging of posters will be done by the individual advertisers. The removal of posters will be done by a Brock University employee(s).

The maximum amount of posters that can be hung is determined by the number of days that the poster will be displayed on campus. Please consult the table below.

Number of Days Posted	1-7	8-14	15-28	29-56
Maximum Number of Posters	30	20	10	5

No more than one (1) poster may be hung on any individual campus bulletin board.

The maximum size of a poster shall not exceed 11”x17”.

The campus will be inspected on a regular basis and unauthorized postings will be removed and discarded

All bulletin boards will be completely cleared at the end of every term.

For information about other means of advertising, such as, banners, freestanding signs, handbills/flyers, stickers and chalking or for more detailed information about the above policies please refer to the Brock University Campus Promotions Policy located www.brocku.ca/studen-.services/policies or contact Student Leadership Innovation Commons at slic@brocku.ca

Non-Compliance

Any individual or party found in violation of this policy will be subject to the appropriate University disciplinary process and/or the loss of advertising privileges on the Brock University Campus.

Brock University Campus Promotions Policy Agreement

Name: _____

Organization: _____

Phone Number: _____

Email: _____

Student Number (If applicable):_____

I have read the Brock University Campus Promotions Policy and agree to the rules and regulations outlined therein, including:

- All posters must be submitted to Student Life and Community Experience at the Student Leadership Innovation Commons in MCA 204 for approval.
- I understand the number of posters that can be displayed on campus is determined by the number of days that the poster is to be hung.

Number of Days Posted	1-7	8-14	15-28	29-56
Maximum Number of Posters	30	20	10	5

- I may not hang more than one (1) poster on any given bulletin board.
- I understand that I am to hang my posters on the bulletin boards only, and that if I hang them elsewhere I will be subject to the appropriate University disciplinary process and/or the loss of advertising privileges on the Brock University Campus.

Signature: _____

Date: _____ Expiry Date:_____

Stamp:

Approved by: _____

How do I Display my Poster on Campus Bulletin Boards?

A step-by-step

1. Design posters no larger then 11' x 17', making sure to include the university department's/organization's name and contact information. Make sure that it is consistent with the Brock University Promotions Policy.

2. Check the number of posters allowed for the time period that you are interested in posting for by consulting the table below.

Number of Days Posted	1-7	8-14	15-28	29-56
Maximum Number of Posters	30	20	10	5

3. Advertisers will be asked to sign an agreement, indicating that they are aware and will adhere to the rules and regulations as outlined in the Brock University Campus Promotions Policy. A copy of the poster will be submitted with this signed agreement and kept on file.

4. Once the poster is approved, the Student Leadership Innovation Commons Educator will stamp a designated number of posters that the individual advertiser(s) may then hang around campus.

5. Posters may be hung on BULLETIN BOARDS ONLY. Posters that are affixed to painted walls, concrete walls, glass cases or windows, or any surface other than campus bulletin boards will be removed and discarded. Departmental bulletin boards are the responsibility of the individual departments. To receive approval to hang posters on these boards, the advertiser(s) must speak with the responsible academic or administrative units. To ensure that advertisers are hanging their posters on the correct boards, each board will have a sign in the top right hand corner indicating that it is a Campus board.

6. Boards will be cleared weekly. Expired and posters that have not received approval will be removed and discarded.

How does the Campus Alcohol Policy Affect the Brock University Campus Promotions Policy?

Are you planning on advertising an event at which alcohol will be served? Then please make sure you read the Brock University Campus Alcohol Policy. Please visit www.brocku.ca/student-services/policies to view the full document.

How does the Alcohol Policy apply to my poster/promotion of the event?

Posters for an event that promote responsible consumption, events that are approved by the appropriate organization (BUSU for all student clubs) and events that comply with all the regulations specified in the Campus Alcohol Policy may be approved for posting on the Brock campus. This prohibits the advertisement of the following activities: drinking games, free drink offers, keg parties, price specials on alcoholic drinks, the sale of tickets that provide access to an unspecified number of alcoholic beverages, self-serve or unlimited bars, and underage consumption of alcohol.

Who does the Alcohol Policy apply to?

The policy covers students, staff or faculty wishing to hold events at which alcohol may be served, whether on or off campus. The “events at which alcohol may be served” are those where the student(s), faculty or staff holding the event act as a designated representative of the university or member of a student, staff or faculty group or organization of the University. This will include, but is not limited to, departmental organizations and student clubs.

I am trying to advertise an event related to my student athletic organization.

In addition to and not withstanding other sections of the Alcohol Policy, the Department of Athletics conform to “Guidelines of the Department of Athletics regarding advertising, promotional items and product from commercial suppliers”.

I’m holding my event off campus; does it still have to conform to this policy?

Clubs and Organizations ratified with the Brock University Students’ Union must register any off campus event with the BUSU Business Manager 15 days prior to the event. Upon approval from BUSU, clubs must comply with the Events Risk Management guidelines.

Neither the University nor the Brock University Students’ Union will obtain a special occasion or equivalent license to operate off campus events involving alcohol, except with the permission of the Brock University license holder in compliance with the Event Risk Management guidelines.