

NUMBER: SA 3.11

SECTION: Division of Student Affairs

SUBJECT: Posting Promotional Material, including Banners

DATE: August, 2012

REVISED:

Policy for: USC Upstate  
Procedure for: USC Upstate  
Authorized by: D. T. Moore  
Issued by: Student Life

---

## **I. Introduction**

1. Announcements of general interest to the campus community by registered student organizations, university departments, and academic units are the only type of material(s) that are permitted for advertisement on campus. Paid advertisements through the student newspaper (*The Carolinian*), academic announcements, and announcements posted by university officials in the conduct of their duties are exempt from these regulations (e.g. graduate school opportunities, registration dates, financial aid notices, graduation deadlines, etc.) The Office of Student Life is responsible for the interpretation and enforcement of this policy.
2. The distribution of any promotional material(s) shall be consistent with the orderly conduct of the university's affairs, maintenance of university property, and the flow of traffic and persons. Distribution by means of accosting individuals, hawking, or shouting is strictly prohibited, including the hand-to-hand distribution of materials (e.g. handbills, flyers, etc.) and the placement of unsolicited materials on vehicles, or under doors. Additionally, efforts should be made by organizations to avoid litter.
3. All publicity materials not covered by the specific guidelines set forth in this policy must be approved by the Office of Student Life at least two weeks prior to advertising for the event, unless an exception is made by the Director of Student Life.

## **II. Policy**

1. All announcements should indicate the name of the sponsoring student organization, university department, or academic unit, contact information, along with the date and location of the event or activity. Materials that fail to meet these specifications will not be approved.
2. If the name of a non-university organization is to appear on any promotional materials, the content of the advertisement must clearly promote the event and its central message and the university organization (registered student organization, department, or academic unit) must appear on the advertisement. The name, logo, slogan, or similar identifier of the non-university organization must not appear as the dominant message on the promotional item (e.g. flyer, banner, poster, table tents, handbills, T-shirts, etc.)
3. No poster, advertisement, or announcement may publicize alcohol or controlled substances (including the advertisement of “drink specials”), use profanity, defame or slander an individual/group, or promote any illegal activities.

### **Approval Process**

1. Printed items (e.g. flyers, posters, etc.) must be submitted to the Office of Student Life for approval. Posted materials that have not been stamped by the Office of Student Life will be removed. Promotional materials for campus events cannot be distributed or posted until the related event is registered with the Office of Student Life.
2. Off-campus events sponsored by registered student organization may only be advertised on-campus if an approved Social Event Registration form is on file with the Office of Student Life.

### **Location**

1. Advertisements and announcements should only be placed on bulletin boards, and not on walls (interior or exterior), windows, light posts, or existing campus signs. Materials that will deface or damage University facilities are prohibited. Materials may be posted no earlier than 2 weeks prior to the scheduled event and should be removed by the sponsoring group immediately following the event.
2. Sponsoring organizations are responsible for the posting and removal of their advertisements, announcements, and other promotional materials. Student organizations shall retain copies of all promotional materials for a period of no less than one semester. These materials shall be made available to the Director of Student Life upon request.

3. Posting within residential facilities (Palmetto House, Magnolia House, and the Villas) is governed by Housing and Residential Life. Therefore, permission should be obtained by the Director of Housing or his/her designee before posting items in the residence halls.

## **Chalking**

Chalking may be used by registered student organizations to create messages on sidewalks to advertise student events. Organizations are expected to adhere to the following guidelines, in addition to the general advertising guidelines listed when chalking:

1. Chalking requests must be made to the Office of Student Life for approval. This request must state when chalking will occur, what event is being advertised, and where chalking will be located (proximity to what buildings). Requests must identify the student organization, the person submitting the request and contact information;
2. Messages must be written in chalk that is water soluble (does not include spray chalk or artist pastels);
3. Messages must be written only on horizontal sidewalks, and not on any vertical surface including stair risers, building porches, building entryways, building foundations, walls, pillars, posts, benches, doors, trash receptacles, or kiosks;
4. Organizations should be considerate when chalking, and not put more than one message in the same area to allow for other organizations to advertise their events;
5. Please consult with Housing and Residential Life for permission when desiring to chalk outside of residential facilities.

## **Banners**

The Office of Student Life provides paper and banner markers for use by university offices and student organizations to advertise their events in the Campus Life Center (CLC). There are approximately 7 banner spaces managed by the Office of Student Life located on the 2<sup>nd</sup> floor of the CLC. Organizations are expected to adhere to the following guidelines, in addition to the general advertising guidelines listed when designing and hanging banners:

1. All banners must be approved by the Office of Student Life prior to hanging. Banners that have not been approved will be removed.
2. Banners can hang no longer than 2 weeks and organizations are limited to hanging one banner at a time unless otherwise permitted by the Office of Student Life. Banners will be removed after the advertised event has occurred.
3. Approval is needed before banners can be hung from the 3<sup>rd</sup> floor of the Campus Life Center.
4. Banners should be vertically oriented, and must include organization name, date, time, location, and contact information.

5. Banners are not allowed to be hung in other campus buildings, unless permission is obtained from that facility.
- 6.

*(This policy is adapted from USC Columbia Campus Policy – BUSF 3.11)*