

University of Wisconsin-Parkside CAMPUS POLICY ON POSTING PROMOTIONAL MATERIALS Policy #32

Any information or promotional materials to be displayed on campus must follow the guidelines, which are outlined below.

General Information Regarding Posters/Flyers

Definitions:

Flyer	8" x 14" or smaller	Can be posted on bulletin boards
Poster	8" X 14" or larger, but smaller than 23 x 31"	Can be posted on cork strips
Banner	23 x 31" or larger, but smaller than 3 x 6'	See items #15-17

1. All posters/flyers must be approved and stamped by the respective posting area and will be monitored for appropriateness:

Posting Area	Contact
Main Complex and Tallent Hall bulletin boards & cork strips	- University Activities Office (SCTR 104)
Sports and Activities Center	- SAC Administrative Office
Residence Halls	- Residence Life Office
Academic Departments	- Academic division in which they are located
Classrooms	- Do not need to be approved or stamped

2. The sponsoring organizations must be clearly indicated on the material by stating "Sponsored By" or "Presented By".
3. The University Activities Office will stamp and post items in the Main Complex and Tallent Hall (not in classrooms or academic departments).
4. Bulletin boards designated as campus bulletin boards may be used for posting information of general interest to the campus. Bulletin boards are located in the Parkside Student Center, throughout the Main Complex, Tallent Hall, Residence Life, and at the Sports & Activity Center.
5. Public Posting bulletin boards are designated as a For Sale, Rides/Riders Wanted, and Public Notices board. All notices are removed from the Public Posting boards on the last Friday of the month. Individuals may post on these boards without prior approval or stamp. Inappropriate materials will be removed. Public Posting boards are located at:
 - a) Parkside Student Center: ground level across from the WIPZ Radio Station
 - b) Wyllie Hall: on the concourse across from Women's Center
 - c) Molinaro Hall: ground level across from Moln D128
6. Only one flyer per event will be allowed per campus bulletin board and cork strip.
7. Flyers and posters may not overlap over other promotions.
8. Posters and flyers may not be attached to windows, doors, floors, trees, display cases or any other part of the University grounds.
9. Posters or flyers cannot be strewn about the main concourse or eating facilities, on the furniture or floors.
10. All posters and flyers that are placed in unauthorized locations or are not stamped will be taken down.

- a. Promotion hung incorrectly will be placed in the appropriate location and the sponsor will receive a letter with notification of the error including a copy of the posting policy for future reference.
 - b. Promotion with missing information will be returned to the sponsor to be corrected. A letter with notification of the error and a copy of the posting policy will also be included for future reference.
11. No type of publicity is to be placed within eight feet on any side of the framed portraits, artwork, plaques, and sculptures.
 12. During times of campus elections or very large events, special permission will be granted for additional display time and areas. Permission for approval should be obtained from the University Activities Office.
 13. The University Activities Office can approve posters and flyers advertising non-University sponsored events if the event supports the University's mission. The event must be of general interest to the University community and sponsored by not-for-profit organizations.
 14. Due to limited space, the university reserves the right to limit the distribution of any and all promotional materials.

Banners

15. Banners must be larger than 23 x 31" and smaller than 3 x 6', to be hung on campus in the designated locations: Parkside Student Center (2 spots), Molinaro Hall (4 spots) and Greenquist Hall (2 spots).
16. Banners will be hung based upon space availability and may not be displayed longer than three weeks.
17. Banners need to be dropped off at the University Activities Office for hanging and will be hung within 24 hours permitting location availability.

Other Forms of Promotion

18. Window Painting is permissible on the Bridge with student organizations given priority for space. A reservation for window space must be submitted by the student organization. Reservations are set for an entire week and cannot exceed three weeks.
19. Sidewalk Chalking: A Sidewalk Chalking Request form should be completed and turned in for approval to the University Activities Office, SCTR L104. Sidewalk chalkings cannot be done in areas with over-hangs; chalkings need to be able to wash away with the next rain.
20. Table promotion:
 - a) Table tent promotion may be put on the tables on the concourse or Wyllie Market with the permission of University Activities Office. The sponsor is responsible for the removal of any table tents within two days following the event.
 - b) Table promotion in the Parkside Student Center needs to be approved by University Activities and will be placed in the napkin dispensers; these pieces need to look nice and are sized 4x6".
21. Distribution of materials in brochure racks must be approved by the respective areas. General guidelines apply to all material. Only one slot is available per brochure.
22. Distribution to resident mailboxes must be approved by the Residence Life Office. University sponsored materials will only be considered for distribution if each item is individually addressed.
23. No promotional materials may be distributed door to door in Ranger Hall and the University Apartments unless otherwise approved by the Residence Life Office.
24. Distribution of flyers, leaflets or other literature on University property is only allowed by reserving a table. Organizations or offices may reserve tables through the University Activities Office.
25. Distribution or vending of credit card information or global technologies (including internet services, cellular phones, paging systems or other telecommunication services/devices) is permissible on campus once per semester per company. These companies must reserve a space with University Activities and be sponsored by a student organization.

Content

26. Material on posters and flyers, which can be considered as racially, sexually or otherwise offensive, may not be posted. Decisions will be made by the University Activities staff and based on UW-System and UW-Parkside policies, or applicable federal regulations. Appeals may be made to the Director for Student Life.
27. Material that promotes and/or implies the use or abuse of alcohol or drugs will not be approved. UW-Parkside shall not allow the manufacturer or distributor of alcoholic beverages to publicly or visibly connect with university events or activities. Non-alcoholic products are treated in the same manner as alcohol and beer products.
28. Alcohol distributors may sponsor activities and events if the name of the company does not have a beer or an alcohol brand listed in it.

Allocation of Promotional Materials

29. In order to assist in your promotion planning, these are the maximum amounts of publicity allowed in each area:

Main Complex	Residence Life	Sports & Activity Center
29 bulletin boards (flyers)	40 bulletin boards (flyers)	1 bulletin board (flyers)
19 cork strips (posters)	8 cork strips (posters)	7 cork strips (posters)
25 classrooms (flyers)	2 brochure racks	1 brochure rack
1 brochure rack		
8 banners		

30. For maximum effectiveness, publicity should be posted at least one week, but not more than three weeks prior the event date.