

University of Wisconsin-Parkside

CAMPUS POLICY ON POSTING PROMOTIONAL MATERIALS

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 1/2 x 14" or smaller	Can be posted on bulletin boards
Poster	8 1/2 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:

- Main Complex and Tallent Hall bulletin boards & cork strips
- Sports and Activities Center
- Residence Halls
- Academic Departments
- Classrooms

Contact:

- Student Activities Office, Moln D133
- SAC Administrative Office
- Residence Life Office
- Academic division in which they are located
- 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 Student Activities Office will stamp and post items in the Main Complex and Tallent Hall (not in classrooms or academic departments) if they are delivered or sent to Moln D133.
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 Main Complex, in Tallent Hall, in Residence Life, and the Sports & Activity Center.
5. Public bulletin boards 1) located D1 level of Molinaro, 2) located in the Library concourse across from Women's Center has been designated as a For Sale, Rides/Riders Wanted, and Public Noticed board. All notices are removed from this board on the last Friday of the month. Individuals may post on these boards without prior approval or stamp. Inappropriate materials will be removed.
6. Only one flyer per even 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 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 appropriate offices.
- 13. The Student 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: Molinaro Hall (2 spots) and Greenquist Hall (2 spots).
- 16. Banners will be hung based upon space availability and may not be displayed longer than two weeks.
- 17. Banners need to be dropped off at the Student Activities Office for hanging and will be hung within 24 hours permitting location availability.

Other Forms of Promotion

- 18. Sidewalk chalking is permitted with the approval of the Student Activities Office, Moln D133. The sponsoring organization is responsible for cleaning the area within 24 hours of the event. A request form should be completed and turned in for approval to the Student Activities Office, Moln D133. Window painting form must be completed for the Reservation Office, Wyllie D139.
- 19. Table tents may be put on the tables in the Dining Room and/or Wyllie Market with the permission of Student Activities Office. The sponsor is responsible for the removal of any table tents within two days following event.
- 20. 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.
- 21. 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.
- 22. No promotional materials may be distributed door to door in Ranger Hall and the University Apartments unless otherwise approved by the Residence Life Office.
- 23. Distribution on flyers, leaflets or other literature on University property is only allowed by reserving a table. Organizations or offices may reserve tables through the Reservations Office, 595-2294.
- 24. Distribution or vending of credit card information or global technologies (including internet services, cellular phones, paging systems or other telecommunication services/devices) is not permissible on campus in any form.

Content

25. 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 Student Activities staff and based on UW-System and UW-Parkside Policies, or applicable federal regulations. Appeals may be made to the Dean of Students.
26. 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.
27. 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.

Helpful Hints

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

<u>Main Complex</u>	<u>Sports and Activity Center</u>	<u>Residence Life</u>
20 bulletin boards/flyers	1 bulletin board/flyer	26 bulletin board/flyers
15 cork strips/posters	7 cork strips/posters	6 cork strips/posters
25 classroom boards/flyers	1 brochure rack	2 brochure racks
1 brochure rack		
4 banners		

29. For maximum effectiveness, publicity should be posted more than three weeks prior to the event date.
30. Student Activities cannot guarantee distribution if submitted prior 72 hours before the event, if received less than 72 hours before the event, posting may be returned and it will be submitters responsibility to hang all posters/flyers.