

NUMBER: STAF 3.11
SECTION: Division of Student Affairs and Academic Support
SUBJECT: Posting Promotional Material, Including Banners
DATE: July 1, 1992
REVISED: April 19, 2016
Policy for: Columbia Campus
Procedure for: Columbia Campus
Authorized by: Vice President for Student Affairs
Issued by: Office of Student Life

I. Policy

The publicizing of university department, academic unit, or a student organization's events or programs is a necessary part of insuring the success of these functions. The university has designated suitable areas in most buildings for the purpose of providing a place for groups and organizations to post their respective notices. The purpose of this set of procedures is to outline guidelines for the general posting and distribution of publicity material(s) as well as guidelines for the use of designated places on campus for the posting of said material(s).

II. Procedures

- A. Announcements of general interest to the student body of the university by registered student organizations, academic units, or university departments are the only type material(s) permitted. All announcements shall indicate the name of the university entity that is sponsoring the event.
- B. Publicity materials for campus events should not be posted or distributed until approval has been granted for the facility in which items will be posted.
- C. Publicity material(s) shall be posted only on bulletin boards or other approved areas designated in this policy. Under no circumstances shall any publicity material be placed, written, chalked, or painted upon any surface (interior or exterior) including, but not limited to, trees or shrubs, parked cars, poles, signs, doors, windows, walls, sidewalks or other campus structures.
- D. The primary message included in the advertising for an event may not promote the sale, consumption, or distribution of alcoholic beverages. Please refer to university policy STAF 3.02 Alcohol Policy and Guidelines for the University Community (<http://www.sc.edu/policies/ppm/staf302.pdf>) for further information.

- E. If the name of a non-University organization is to appear on any advertising material because of a co-sponsor relationship with a university organization, the content of the advertisement or promotion must clearly promote the event as its central message and the University organization's name must appear on the advertisement. The name, logo, slogan, or similar identifier of the non-university organization must not appear as the dominant message. This includes flyers, posters, newspaper ads, banners, table tents, as well as other similar advertising visuals.
- F. Student organizations shall retain all publicity material(s) for a period of no less than 90 days. This material shall be made available to the Associate Vice President for Student Life or designee upon request.
- G. The distribution of any publicity material(s) shall be consistent with the orderly conduct of the university's affairs, the maintenance of university property, and the free flow of traffic and persons. Efforts must be made to avoid litter. Distribution by means of accosting individuals, hawking or shouting, is strictly prohibited.
- H. All publicity material(s) not covered by the specific guidelines set forth in this policy must be approved by the Associate Vice President for Student Life at least two weeks prior to beginning advertising for the event.
- I. Violations of this policy constitute violations of university policy and will be addressed through appropriate disciplinary channels.
- J. Designated Locations and Procedures
 - 1. Greene Street
 - a. Posters and banners are allowed on the brick wall along Greene Street, beginning at the corner of the Woodrow Residence Hall to the end of the wall on the east end by the Melton Observatory.
 - b. Only registered student organizations, academic units, university departments, or student candidates officially registered in campus-wide elections (such as Student Government office) may hang banners. All banners/posters must list the sponsoring organization or entity per Section II above.
 - c. Registration for posters/banners is located at the Russell House Information Center (second floor).
 - d. Banner messages are to promote a specific event or activity. They are not to be used for "general advertising" or to serve as a billboard for a standing event with a regular occurrence.

- e. Space is available on a first come/first served basis. Registration for banners/posters will be accepted until space is filled on any given day.
 - f. Banners/posters may be hung up to a week before the event. The Russell House University Union assumes no responsibility for security of banners/posters at any time during display.
 - g. Organizations are responsible for removal of banners, including all debris (tape, paper) from wall and surrounding area, immediately after the advertised event is over.
2. Russell House: All posters and publicity material(s) intended for the Russell House must be approved at the Information Center (located in the second floor lobby of the Russell House) and stamped for posting. The Russell House staff will be responsible for putting up and removal of all posters from Russell House bulletin boards. Up to six (6) posters per event may be posted in the Russell House at any given time and must fit in existing poster size stanchions. Contact the Russell House event services coordinator for posters and flyer sizes.
- a. Russell House first floor digital displays
 - i. Only registered student organizations, academic units, university departments, or student candidates officially registered in campus-wide elections (such as Student Government office) may submit information for the digital displays located in the Russell House first floor lobby.
 - ii. Digital information must be pertaining to a campus event or service in or at any University owned or controlled facility. Event information will be displayed up to two weeks before the event.
 - iii. Information is to be submitted to the Russell House University Union Event Services(suite 218). Contact the RHUU event services coordinator or department website (www.sa.sc.edu/rhuu) for format specifications.
 - b. Light Poles
 - i. Banners may be hung on the light poles in front of the Russell House on Greene Street.
 - ii. Banners must be approved by the Director of the Russell House University Union or designee.
 - iii. Only registered student organizations, academic units, and university departments may request banners to be hung.

- iv. All expenses will be paid by the sponsoring organization.
- v. Banners may be displayed for up to two weeks.
- c. Residence Halls - all requests to post publicity material(s) intended for the residence halls must be directed to the department of University Housing.
- d. Academic Buildings - designated areas of academic building lobbies are available for posting of publicity material(s). All publicity material(s) intended for academic buildings must be approved by the appropriate academic dean or designee.

III. Reason for Revision

Policy organization, content and accuracy reviewed in March 2016; no substantive revisions required.