

3.6 PUBLICITY

Publicity for Student-sponsored events, activities or elections is the responsibility of the sponsoring organization or registered student candidate. Bulletin boards are conveniently placed around campus for the general posting needs of students, faculty and staff. In some campus facilities, departments may maintain their own bulletin boards, conveniently located and marked for exclusive departmental use. If a sponsoring organization/student wishes to post on a departmental space, they must first receive permission from a department representative. Fliers, displays or other forms of publicity must comply with the following regulations. Additional information regarding posting regulations may be obtained from the Student Involvement Center, located in Busch Student Center, Suite 319.

This policy governs the posting and display approval process for the university. Once approved, the responsibility for posting compliance falls to the sponsoring organization, who must still comply with the guidance and expectations set forth in each facility across campus. For instance, in residence halls, posters and other publicity are subject to the additional rules and regulations of the Department of Housing and Residence Life. Select departments may also request additional publicity review prior to posting within their respective areas, which must be followed as an extension of this policy.

Posters and Displays

- All postings, including but not limited to, fliers, posters, handbills, sheet signs, and banners must have the approval stamp of the Student Involvement Center.
- All fliers/posters may be displayed for a maximum of two weeks and must be marked with the date on which they will be removed.
- Sponsoring organizations may display one poster, per event, on a single bulletin board. Sponsoring organizations may have multiple advertisements in a single location if they are promoting different activities.
- The maximum size of any poster will be 60" in perimeter.
- The name of the sponsoring organization must be clearly visible on all publicity pieces. If there are non-University affiliated organizations co-sponsoring the event, they may be included on the publicity but the primary event responsibility (including publicity) falls to the University recognized group.
- In order to maintain the beauty of the campus and to preserve the quality of the buildings, trees, and shrubs, there will be no posting (e.g. adverts, chalking, etc.) of notices on trees, buildings (e.g. Clock Tower or other University owned buildings), telephone poles on the campus, or sidewalks. By special authorization and pre-approval from the Student Involvement Center and Facilities Services, posters may be displayed on stake signs. If a sponsoring organization wishes to use stake signs for publicity, they must also request use of outdoor campus space via 25 Live. St. Louis City Code states that it is unlawful to stick, paint, brand, attach, hang, or suspend upon any house, building, fence, or wall without the consent of the owner thereof, upon any pole used for the purpose of carrying electrical conductors, upon any street, sidewalk, or pavement, or other public place any printed, written, painted or other advertisement, bill, notice, sign or poster.
- Duct tape may not be used to post any publicity materials.
- Posting is not permitted on woodwork, doors, or bulletin board frames.
- Municipal, state, or national (political) campaign posters are not permitted on the campus.
- Decorations may be permitted, on special occasions, in the windows of the individual Student residences with the permission of the Department of Housing and Residence Life.
- In accordance with the state fire marshal's regulations, all postings within 30 inches of any light fixture must be of fireproof material.
- Special provisions can be made to display posters during Student Government elections, or other all campus referenda, through the Student Involvement Center and the Election Commissioner of SGA.
- Courtesy and respect for the freedom of expression by others dictates that posters should not be defaced, destroyed, and/or removed. Anyone discovered defacing posters will be subject to disciplinary action through designated disciplinary channels.
- Violations of the above regulations, by a student organization or individual member of the campus community, may be referred to the Office of Student Responsibility and Community Standards.

Fliers and Handbills

The University reserves the right to regulate locations on campus where fliers and handbills may be distributed. Fliers and handbills must be approved by the Student Involvement Center per the posting guidance above. Additional requirements regarding fliers and handbills include:

- Flyers/handbills may not be distributed outside buildings where normal flow may be impeded.
- Flyers/handbills may not be distributed inside buildings and offices, except from registered and reserved distribution tables.
- Flyers/handbills may not be placed on car windshields.
- Sponsoring Student Organizations or departments must be clearly identified on the flyer/handbill.
- Sponsoring Student Organizations or departments distributing flyers/handbills are responsible for their content.

These same rules also pertain to the distribution of flyers or handbills in St. Louis City. City ordinance prescribes that it is unlawful to place, throw, or knowingly drop in or upon any street, highway, alley, or public ground in the city, handbills, blotters, posters or advertising samples, or to place these or like items in or on any street, highway, alley, or public grounds in the city. Permission must be secured from the Mayor's office to distribute handbills to homes in St. Louis, along the streets or on any city property. Permission to place large banners (fliers, posters, etc.) in local stores must be obtained from the individual merchants.

Advertising and Alcohol

Publicity for events at which alcohol is present must not emphasize or promote the sale, distribution, or consumption of alcohol, nor depict the use of logos, artwork, or photos referencing alcoholic beverages.