



Operating Policy - Promotions & Advertising

1. Purpose

- 1.1 To ensure the fair and equal access to McMaster University's public notice boards and to serve as a guideline for external advertising.
- 1.2 To ensure that promotions and advertising on the McMaster campus are done in good taste, and to outline a procedure for determining and evaluating good taste.

2. Definitions

- 2.1 Posters by definition will include other materials such as flyers and decals as well as standard posters;
- 2.2 Bulletin boards maintained by the MSU will be marked as such.

3. Posting of Notices

- 3.1 Posters or notices (except as provided for in 3.2) should be placed on public bulletin boards and not on doors, glass, exterior walls, ceilings, elevators, furniture, columns, light poles, emergency poles, trees, sidewalks, bus shelters, or smoking shelters. Posters and notices improperly displayed will be immediately removed by McMaster University staff or the MSU;
- 3.2 The following are exceptions to the above, and may be placed on internal solid doors and walls but in no case shall they reduce safety (e.g. they must not cover alarms, directional signs, etc); in all cases, masking tape must be used in order to avoid damage to paint and varnish; tacks, staples, and scotch tape must not be used:
 - 3.2.1 Posters or notices concerning MSU, University, or Academic Division Society Executive Elections;
 - 3.2.2 MSU General Assembly or SRA meeting notices.
- 3.3 All posters, except those initialed by departments or offices of McMaster University, must be approved and stamped by the Underground Media + Design;

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- 3.4 Staff at Underground Media + Design shall review basic posting regulations with posting candidates;
- 3.5 Those notices initiated by departments or offices of McMaster University should be identified as such;
- 3.6 Posting in MUSC shall follow the MUSC Posting Policy.

4. Bulletin Boards

- 4.1 Bulletin board within assigned offices will be used in accordance with regulations developed by persons in charge of those spaces;
- 4.2 Department bulletin boards located in public areas in academic and administrative buildings are reserved for use by the department occupying that area and may be used only with the department's approval. These boards will display the department's name and contact information;
- 4.3 Bulletin boards not displaying a department contact may be used subject to the following conditions:
 - 4.3.1 The number of posters for an event shall be limited to no more than 100;
 - 4.3.2 No more than one (1) poster advertising an event shall be placed in any public board, except for the large board by the Bookstore, where three (3) are permitted;
 - 4.3.3 Posters may be no larger than 11"x17";
 - 4.3.4 All postings must include the following information somewhere on the notice, in English:
 - 4.3.4.1 Name of the group or individual posting the notice;
 - 4.3.4.2 Contact information such as a telephone number or email address;
 - 4.3.4.3 Date and location of the event (if applicable).
 - 4.3.5 Posters in a language other than English, will also include an English translation of all information on the poster;
 - 4.3.6 All non-event postings which do not have an expiry date will be considered valid for two (2) weeks after the date on which they were stamped by Underground Media + Design;
 - 4.3.7 Notices may not be posted more than two (2) weeks prior to the event they advertise;

- 4.3.8 Posters may not be placed, in whole or in part, over other posters. Posters may be re-arranged to accommodate a new poster if space allows. Valid posters may NOT be removed by another individual or group to make space for a new poster. Expired posters may **not** be covered but may be removed to create space;
- 4.3.9 All groups and individuals posting on campus must remove and properly dispose of their posting within three (3) days after conclusion of the event or from the time the posting expires;
- 4.3.10 Only regular staples, masking tape, or tacks are to be used to put up posters on cork or particle bulletin boards. Masking tape should be used on solid boards. Do not use scotch tape, packing tape, duct tape, glue, or staple guns;
- 4.3.11 Posters about events involving liquor should conform to the University Guidelines for this form of advertising;
- 4.3.12 Boards are for the use of campus organizations and personnel only, although private sources (e.g. typing, textbook sales, etc) or accommodation rental offers may be posted within the above restrictions. Businesses external to the University who wish to advertise can do so in either *The Silhouette* or on CFMU 93.3 FM.

5. External Advertising

- 5.1 No external source may use the name McMaster in any promotional context, without prior written permission from McMaster University; the only exception to this rule shall be to provide information on the location of a given business or event in relation to the campus;
- 5.2 Use of the term “Mac” will be permitted in advertising from external sources, provided that the following guidelines are adhered to:
 - 5.2.1 There is no false implication of ownership in, or sanction of, the activities of a given business or group by the University of the MSU;
 - 5.2.2 There is no copy or graphic portraying anything false or negative pertaining to the University, the MSU, or any of their personnel.
- 5.3 Notwithstanding anything in this policy, it is the sole purview of the Executive Board to, in exceptional circumstances, deny advertising space in any MSU publication to any external group or business which it deems appropriate;
- 5.4 If an external organization/business requests poster approval, their initiative must benefit members of the MSU community through academics or extra-circular activities. Academic initiatives must take place within the McMaster campus (ex. MCAT prep courses, LSAT seminars occurring on campus, etc). If given approval by the Advertising Review Committee, then the organization must pay a

fee of \$75.00 (Canadian). The fee shall go into the Promotions & Advertising account.

6. Advertising in Good Taste

- 6.1 Good taste advertising shall be defined as that which does not promote violence, substance abuse, oppressive or discriminatory practices, or contravene the McMaster University Anti-Discrimination Policy or the MSU's Anti-Oppression Policy.

7. Advertising Review Committee

- 7.1 A committee shall oversee the approval and denial of controversial posters as defined by the checklist provided to the Underground Media + Design staff. Upon denial, the committee shall give recommendations for poster approval;
- 7.2 The committee shall consist of the:
- 7.2.1 Underground Media + Design Manager;
 - 7.2.2 One (1) Board of Directors member;
 - 7.2.3 One (1) SRA Operations Committee member;
 - 7.2.4 Diversity Services Director;
 - 7.2.5 One (1) representative from Human Rights & Equity Services (non-voting).
- 7.3 The Underground Media + Design Manager will call a meeting of the Advertising Review Committee when necessary to review controversial advertisements;
- 7.4 The process through which an advertisement shall be approved is as follows:
- 7.4.1 If the poster meets all the requirements set by the checklist then it shall be approved promptly;
 - 7.4.2 If a poster fails to meet the requirements that fall under Categories 2/A and/or 3/A of the checklist, then the supervisor of Underground Media + Design staff will decide if the advertisement shall be approved or brought to the Advertising Review Committee for review;
 - 7.4.3 If the advertisement does not meet any of the requirements of categories 2/B and/or 3/B then the advertisement shall be brought to the Advertising Review Committee for review;
 - 7.4.4 The Advertising Review Committee shall inspect the advertisement to be reviewed and do one of two things:
 - 7.4.4.1 Approve the advertisement; or
 - 7.4.4.2 Deny the advertisement with recommendations for approval.
- 7.5 If the group feels that the committee's recommendations or denial of the poster is unreasonable, then the group shall meet with the Human Rights & Equity lawyer,

who shall advise the committee on whether or not the poster is likely to contravene the University's Anti-Discrimination Policy;

- 7.6 If the group still is not satisfied with the decision, and is of the opinion that any guidelines were applied inappropriately, nothing in this policy prevents them for consulting with the McMaster Ombuds.
- 7.7 The checklist shall consist of three sections:
 - 7.7.1 The first section shall deal with groups that are an MSU recognized organization/club (if checked no, then poster shall be put into the Advertising Review Committee's folder);
 - 7.7.2 The second section shall deal with the written aspect of the poster, while the third section shall deal with the image/illustration aspect of the poster. Sections 2 and 3 are sub-divided into two categories:
 - 7.7.2.1 Category 2/A and 3/A – if any or all of the questions are checked yes, then the employee must show their supervisor to see whether the poster can be approved right away; if it is not approved by the supervisor then it shall be put into the Advertising Review Committee folder;
 - 7.7.2.2 Category 2/B and 3/B – if even one box is checked yes, then the employee shall put the poster into the Advertising Review Committee folder;
 - 7.7.2.3 All questions answered yes/no. The questions on the checklist are attached to this policy.

8. Enforcement

- 8.1 Any group or individual who fails to follow this policy, in whole or in part, may at the discretion of the Underground Media + Design Manager be fined by the McMaster Students Union. The standard fine amount for posting improperly or failing to remove old postings as specified in this policy will be:
 - 8.1.1 \$5.00 per poster found in violation of this policy to a maximum of \$25.00 per week for individuals, MSU departments, MSU approved clubs, or University departments;
 - 8.1.2 \$10.00 per poster found in violation of this policy to a maximum of \$100.00 per week for groups not defined above.
- 8.2 The Underground Media + Design Manager may adjust these fines at his/her discretion in case of major or repeated offences;
- 8.3 Groups and individuals must pay their fines within thirty (30) days of the date on the notice of violation provided by the Underground Manager;

- 8.3.1 After thirty (30) days, the MSU Accounting Department shall inform Underground Media + Design of groups or individuals with outstanding fines. Individuals with outstanding fines shall not be able to get postings approved at Underground Media + Design until all fines are paid in full;
- 8.4 The Underground Manager shall forward a summary of all fines and the date issued to the MSU Accounting Department;
- 8.5 Fines may accumulate if further infractions of this policy occur.

9. Checklist

MSU Underground Media + Design Poster Checklist

Revised April 15, 2014

