

Operating Policy 7 – Advertising and Promotions

1. Purpose

- 1.1 To provide guidelines for advertising and promotion within CFMU.

2. Advertising

- 2.1 All advertising for CFMU, both print and broadcast, will be solicited through the MSU Central Advertising Bureau (CAB);
- 2.2 CAB will employ a full-time CFMU Advertising Representative for the sole purpose of soliciting CFMU advertising;
- 2.3 The CFMU Advertising Representative and Administrative Director will meet on a regular basis to discuss the progress of CFMU advertising and to set future sales targets;
- 2.4 CFMU will be assessed and charged an CAB administrative fee equivalent to the salary, benefits, and expenses of the CFMU Advertising Representative;
- 2.5 Advertising will conform to standards of good taste and will not promote violence, substance abuse, or prejudice against any person, gender, or social, racial, or ethnic group;
- 2.6 Broadcast advertising will conform to CRTC standards.

3. Event Sponsorship

- 3.1 CFMU may enter into agreements with external establishments to co-sponsor events, provided organization of such events conforms to the following terms:
 - 3.1.1 All requests for sponsorship must be submitted to the Administrative Director and the CFMU Advertising representative in the Central Advertising Bureau, at least three (3) weeks in advance of the event;
 - 3.1.2 The Administrative Director will draft an agreement and make insurance arrangements with the host establishment and the organizer of the event.
- 3.2 CFMU, MSU, and McMaster University must all be indemnified from the result of any action against the event, host establishment, or organizer;
- 3.3 The agreement must be signed by both the CFMU Vice-President, or another member of the CFMU Board of Directors, and an authorized representative of the host establishment;

- 3.4 No sponsorship, advertisement, or promotion may be conducted by CFMU in the absence of an agreement, as described in section 2.1 of this policy.