



Operating Policy - Promotions & Advertising

1. Purpose

- 1.1 To ensure 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 campus are done in good taste, and to outline a procedure for determining and evaluating good taste.

2. Definitions

- 2.1 Bulletin boards maintained by the MSU Underground Media + Design will be marked as such.

3. Posting of Notices

- 3.1 Posters or notices should be placed on public bulletin boards and **not** on doors, windows, exterior walls, ceilings, elevators, furniture, columns, light poles, emergency poles, trees, sidewalks, or bus shelters. Posters and notices improperly displayed will be immediately removed by McMaster University staff or the MSU;
- 3.2 The following are exceptions to those outlined in **Section 3.1**, 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, push pins, 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;
- 3.4 Staff at Underground Media + Design shall review basic posting regulations with posting candidates;
- 3.5 Those notices initialed by departments or offices of McMaster University should be identified as such;

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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 50;
 - 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 shall 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 MSU Club, group or individual posting the notice;
 - 4.3.4.2 Contact information including two of the following: a social media handle, telephone number, or MSU/McMaster email address;
 - 4.3.4.3 Date and location of the event (if applicable).
 - 4.3.5 All postings must also adhere to the Approval Flowchart (See **Appendix A**);
 - 4.3.6 Posters in a language other than English, will also include an English translation of all information on the poster;
 - 4.3.7 All non-event postings which do not have an expiry date will be considered valid for one (1) month after the date on which they were stamped by Underground Media + Design;
 - 4.3.7.1 Research study/participant recruitment postings requesting extensions beyond one (1) month will be subject to fees at the discretion of Underground Media + Design.
 - 4.3.8 Notices may not be posted more than one (1) month prior to the event they advertise;
 - 4.3.9 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;

- 4.3.10 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;
- 4.3.11 Only push pins, 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;
- 4.3.12 Posters about events involving liquor should conform to the University Guidelines for this form of advertising;

5. External Advertising

- 5.1 Businesses external to the University who wish to advertise may contact the MSU Communications & Advertising Director for assistance with MSU advertising opportunities. All advertising will conform within the restrictions as defined in **Section 4**.
- 5.2 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;
- 5.3 Use of the term “Mac” will be permitted in advertising from external sources, provided that the following guidelines are adhered to:
 - 5.3.1 There is no false implication of ownership in, or sanction of, the activities of a given business or group by the University or the MSU;
 - 5.3.2 There is no copy or graphic portraying anything false or negative pertaining to the University, the MSU, or any of its personnel.
- 5.4 Opportunities for external advertising shall be defined by the Advertising Committee, comprised of the following:
 - 5.4.1 The Communications & Advertising Director (Chair);
 - 5.4.2 The Manager or designate of Underground Media + Design;
 - 5.4.3 The Executive Editor or designate of The Silhouette;
 - 5.4.4 The Director or designate of Campus Events, and
 - 5.4.5 Other MSU departments responsible for advertising, as defined by the General Manager.
- 5.5 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;

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.

- 6.2 Underground Media + Design staff shall utilize the Approval Flowchart (**Appendix A**) to determine advertising in good taste;
 - 6.2.1 If the poster meets all the requirements set by the Approval Flowchart then it shall be approved promptly;
- 6.3 Denied advertisements may be brought forth for appeal to the Advertising Appeal Review Committee.

7. Advertising Appeal Review Committee

- 7.1 A committee shall oversee the appeal of the denial of controversial posters as defined by the checklist provided to the Underground Media + Design staff. Upon upholding a denial, the committee shall give recommendations for poster approval;
- 7.2 The committee shall consist of:
 - 7.2.1 The Communications & Advertising Director;
 - 7.2.2 Underground Creative Director & Manager;
 - 7.2.3 One (1) Board of Directors member;
 - 7.2.4 One (1) SRA Internal Governance Committee member;
- 7.3 The Underground Creative Director & Manager will call a meeting of the Advertising Appeal Review Committee when necessary to review appeals of controversial advertisements;
- 7.4 The Advertising Review Committee shall inspect the advertisement to be reviewed and do one of two things:
 - 7.4.1.1 Approve the advertisement; or
 - 7.4.1.2 Deny the advertisement with recommendations for approval.
- 7.5 If the group is not satisfied with the decision, after consulting with the Human Rights & Dispute Resolution Program, and is of the opinion that any guidelines were applied inappropriately, the group will be directed to consult with the Ombuds Office.

8. Enforcement

- 8.1 MSU Clubs who fail to follow this policy, in whole or in part, may, at the discretion of the Underground Creative Director & Manager, be fined and referred to the Clubs Department for disciplinary measures. The standard fine will be:
 - 8.1.1 \$10.00 per poster found in violation of this policy to a maximum of \$100 per week.