

# ADVERTISING ON CAMPUS

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## A. General advertising policies

1. Advertisements must comply with the Rules of Student Conduct of Binghamton University; all other University advertising and postering policies; local, state and federal law; and may not promote illegal behaviors.
2. Advertisements should avoid demeaning, sexist or discriminatory portrayal of individuals.
3. Chalking is permitted only on uncovered pavement and concrete sidewalks. Only water-soluble dry stick sidewalk chalk may be used. Aerosol spray chalk is not permitted. All chalking on campus will be subject to routinely scheduled removal.
4. Event advertisements may be given out to individuals to advertise events only on sidewalks and in the Tillman Lobby of the University Union. They may not be placed on sidewalks or cars or left on benches, chairs or other furniture, or on floors, sidewalks or other grounds of campus. In addition, door-to-door solicitation at residence hall rooms, suites or apartments is prohibited.
5. Table tents advertising events must be given to the dining facilities manager for distribution as time and space allow.
6. In addition to complying with the poster policy, posters and other printed material also may not be taped or attached to sidewalks, roadways, light poles, trees or anything else that is not an approved bulletin board.
7. The only signs to be allowed on Bartle Drive will be large banners that cross the road and smaller pole banners that promote the University's institutional messages. All banners are to be coordinated and approved by the Office of Communications and Marketing. The large banners will be devoted to promoting high-priority institutional events and messages or events with a strong campus-community connection. Sponsoring organizations must complete a banner application, including banner design elements, to be approved by the vice president for communications and marketing, who reserves the right to require design by the Office of Creative Services on campus. All directional signage on campus must have

the approval of the director of public safety. No other signs are allowed on campus roadways or walkways.

8. Electronic mail may not be used to “spam” (send to many email addresses) a message to members of the campus community as a means to advertise an event.
9. Voice mail may not be used to advertise events to the campus community unless approved or sent by the staff in the Telecommunications Office to the entire campus or by the Residential Life staff to the students of a specific residence hall.

## **B. Alcohol and other drug advertising**

In addition to the general advertising policies, advertising with regard to alcohol and other drugs must conform to all applicable local, state and federal laws and regulations while also complying with the following policies:

1. Neither the University name nor its logos, symbols, mascots or seals will be used to:
  - a. state or imply by words or graphics the abuse or excessive use of alcoholic beverages (examples include, but are not limited to, graphics suggesting a person may be intoxicated, phrases like “drink till you drop,” and drink/price/admission specials). It also may not place emphasis on quantity or frequency of use.
  - b. portray drinking as a solution to personal or academic problems of students or as necessary to social, sexual or academic success, or to place emphasis on quantity or frequency of use.
2. Event advertisements will not state or imply by words or graphics the abuse or excessive use of alcoholic beverages. Examples include, but are not limited to, graphics suggesting a person may be intoxicated, phrases like “drink till you drop” and drink/price/admission specials. It also may not place emphasis on quantity or frequency of use.
3. Event advertisements will not suggest or encourage by words or graphics illegal consumption of controlled substances, including alcohol and other drugs.
4. Any advertising on campus, by student groups or in campus media, will not portray drinking as a solution to personal or academic problems of students or as necessary to social, sexual or academic success, nor will it state or imply by words or graphics the abuse or excessive use of alcoholic beverages. Advertising should not emphasize and promote either excessive quantities of alcohol or frequency of use.
5. Alcoholic beverages and related products (e.g. cups with an alcohol brand name or the name of a tavern, club or other drinking establishment printed on them) are not to be provided as awards, door prizes or giveaways. This also includes providing, for free or for

purchase, containers, certificates or coupons used to obtain alcoholic beverages at a later time or place.

Non-compliance with these regulations by student groups might lead to the loss of the organization's privileges to advertise on campus and access to University facilities. Individual students will be subject to campus disciplinary action and/or arrest (New York State Penal Law 145.30, Unlawfully Posting Advertisements), or stiffer penalties if underage drinking is in some way enabled. Non-student individuals and off-campus entities who post or advertise events or products or promote through use of campus media, posters or circulating handbills or other means may also be subject to arrest and/or be prohibited from advertising on campus.