ELIZABETH CITY STATE UNIVERSITY
Promotion Policy for Student Events and Activities

Preamble

Elizabeth City State University encourages and supports the promotion of all sanctioned campus events and activities as a fundamental part of a successful university community. Bulletin boards have been placed in convenient locations on campus to post notices of campus events and activities. This policy shall govern the manner in which promotion materials are displayed on campus.

1. Definitions:
Under this policy the following definitions shall apply:

a. **Handbills.** A flier that is general 4” x 6” or smaller and is distributed by hand.

b. **Flier or Flyer.** A pamphlet or circular that is general 11” x 17” or smaller for mass distribution. Flier or Flyer will be referred to in this document as flyer.

c. **Poster.** A large printed placard bill or announcement that is general 11” x 17” or larger, often illustrated, that advertises or publicizes something.

d. **Banner.** A large printed piece of cloth or other material that is general 23” x 31” or larger but smaller than 3’ x 6’ often illustrated, that advertises or publicizes something.

2. Guidelines for Approval of Posters, Flyers, Handbills and Banners:

a. All posters, handbills, flyers and banners must be proofed by the Director of Student Activities or designee prior to printing.

b. All posters, handbills, flyers and banners must be stamped by the Office of Student Life before being displayed. For maximum effectiveness for promoting events, material should be brought to the office at least one week in advance of the event.

c. Posters, handbills, flyers and banners advertising non-university sponsored events must be approved by the Director of Student Activities. Approval is given for events of general interest to the university community sponsored by not-for-profit organizations.

d. The sponsoring organizations must be clearly indicated on the promotional material.

e. Banners may only be displayed during special events such as homecoming, open houses, career fairs and new student orientations and must have the approval of the Vice Chancellor of Student Affairs.

3. Content:

a. Information on posters, handbills, flyers and banners which can be considered racially, sexually or otherwise offensive may not be posted. Decisions will be made by the Office of Student Life based on the UNC General Administration and Elizabeth City State University polices or applicable federal regulations.

b. Information that promotes and/or implies the use of abuse of alcohol or drugs will not be allowed. The University shall not allow the manufacturer or distributor of alcoholic beverages to publicly or visibly connect with university events or activities. Non-alcoholic products are treated in the same manner as alcohol and beer products.
4. **Guidelines for Authorized Locations:**
   
a. The campus has approximately 15 bulletin boards which are strategically located on the lower level of most buildings. Campus bulletin boards may be used for posting information or general interest to the campus. Campus bulletin boards should not be used for notices that are pertinent only to a particular division or organization, unless the organization or division has a designated bulletin board.

b. One poster, handbill and/or flyer per event will be allowed per campus bulletin board.

c. Posters, flyers, handbills and banners may not be attached to doors, walls, floors, furniture, trees, or any part of the university grounds.

d. Advertisements for persons running for state or local elected positions may be place on the bulletin boards in the Walter and Henrietta Ridley Student Complex only, and must have an on campus organization sponsorship indicated on the material to be posted.

e. All posters, flyers and handbills which are placed in unauthorized locations, or have not been approved by the Office of Student Life, will be taken down by Student Life employees or maintenance personnel and discarded.

f. Placing literature on cars is prohibited.

5. **Guidelines for Other Forms of Promotion:**

a. Fundraisers for non-profit organizations may use designated window spaces located in the Walter and Henrietta Ridley Student Complex to display items used as receipts. A reservation for window space must be submitted by a student organization and approved by the Director of Student Activities.

b. Table promotion may be put on the tables in the eatery area located in the Walter and Henrietta Ridley Student Complex and Bedell Cafeteria. Table promotion must be approved by the Director of Student Activities.

c. Distribution of flyers, leaflets, or other literature on university property is only allowed by reserving a table. Organizations or offices may reserve tables through the Walter and Henrietta Ridley Student Complex Building Coordinator.

d. Distribution in residence halls must be approved by Housing and Residence Life Office.

e. No promotional materials may be distributed door to door in residence halls unless otherwise approved by the Housing and Residence Life Office.

f. Distribution of vending or credit card information global technologies (including internet services, cellular phones, or other telecommunication services/devices) is permissible on campus once per semester per company and must be sponsor by an on campus organization. These companies must reserve a space with the Office of Student Life by a student organization.

6. **Organization Responsibilities:**

a. Posters, flyers and handbills may be displayed no longer than three weeks. It is the responsibility of the sponsoring organization to put the aforementioned up and to take them down within two days of the event.

b. Table promotion and fundraiser receipts are to be removed from tables or windows two days following the event by the sponsor.

c. Request for special permission may be obtained during times of campus elections and/or special events for additional display time and areas, and should be directed to the Director of Student Activities.

d. Request for a waiver of this policy should be directed to the Director of Student Activities.