

General Publicity Guidelines

What is Publicity?

- Publicity is the use of on-campus resources designed to communicate a message, either informational or promotional, to the University community.
- 🚫 This symbol is used to identify types of publicity that minimize the use of paper or other materials that cannot be reused.

Student Union Funding

- All publicity materials produced using Student Union funding or resources should have the name of the student organization, contact information, the title of event or promotion, and the date of event or promotion. They should also include the official Student Union logo, which can be found on the Student Union website.

No Drug or Alcohol Promotion

- Publicity materials may not promote the use of drugs or alcohol.

Publicity Locations

- All publicity materials posted or distributed within a school or department buildings may only be placed or distributed in locations approved by the appropriate dean, building manager, or designee.

Publicity Violations and Adherence to University Policies

- Students violating any of the following publicity guidelines may be fined or face student conduct code sanctions based on the extent of the violation. Student Union recognized student groups may also be fined and subject to student conduct code sanctions or temporarily lose certain publicity rights.
- Students and student groups are reminded that they are expected to adhere to University policies, including policies against discrimination and harassment.

Banners

- Banners are allowed in the Danforth University Center. Reservation, design, and cost information can be found on the DUC Website (DUC.wustl.edu).
- Banners are allowed along the Oak Walk. Reservation, design, and cost information can be found on the Event Management website (eventmanagement.wustl.edu).

🚫 Chalking

- No more than one chalk advertisement promoting the event or promotion should be placed within 20 feet of another chalk advertisement promoting the same event or promotion. They should not be placed on top of existing advertisements.
- Chalk advertisements may not be placed:
 - i) under covered surfaces such as arcades and archways as well as other covered sidewalks where they cannot be washed away by rain.
 - ii) walls or trees
 - iii) planters
 - iv) limestone sidewalks or surfaces
 - v) the plaza outside Olin Library
 - vi) Memorials, statues, or benches
 - vii) Vehicles or buildings
- Chalk advertisements must only be produced with talc stick chalk. No spray chalk is allowed.

🚫 DUC Chalk Walls

- *Information about the reservable chalk walls located in the Danforth University Center Fun Room can be found at DUC.wustl.edu*
- Chalk wall advertisements may be reserved two weeks before an event or promotion.
- Reservations for two spaces on the chalk wall may be granted to student organizations sponsoring week-long events or promotions or co-sponsoring events or promotions with other student organizations.
- All non-current chalk advertisements will be removed.
- Use of any adhesives is prohibited.

🚫 DUCTV

- *Information about DUCTV and digital signage in the DUC can be found at DUC.wustl.edu*
- DUCTV advertisements should not run more than two weeks prior to the event or promotion
- All non-current DUCTV advertisements will be removed

Fliers and Posters

- *Fliers and posters are paper materials affixed to designated bulletin boards on the Danforth Campus.*
- Fliers and posters may be posted on the designated bulletin boards in the Danforth University Center, the Ridgley Arcade, the kiosk in Bowles Plaza, or the glass display case outside of Mallinckrodt Center.
- Fliers and posters may be posted using tacks or staples on designated bulletin boards.
- Fliers and posters may not be printed on paper exceeding the size of 11" x 17".
- Fliers and posters may be posted in proper areas using blue painter's tape on other surfaces.
- No more than two fliers or posters may be posted on a single bulletin board. They may not be posted on top of other fliers or posters. If events or promotions advertised on them have passed, students may remove them and put up new fliers or posters in their place.
- Indoor postings: may not be posted in restrooms, on painted surfaces, glass, windows, doors, floors, or ceilings.
- Outdoor postings: fliers and posters may not be posted on trees, lamp posts, sidewalks, walls, doors, or windows outside of buildings. They may not be placed on cars.
- Fliers and posters may not be posted on Residential College Director (RCD) or Residential Advisor (RA) bulletin boards. Fliers and posters posted in residence halls and distributed by Residential Advisors must be approved by Residential Life. Verbal permission should be given before posting fliers and posters on bulletin boards immediately outside of dorm rooms.
- Fliers and posters may not be posted in Olin Library.
- Fliers and posters should not be posted more than two weeks before the event or promotion. Fliers and posters not advertising a specific event or promotion will be removed after two weeks.
- All fliers will be removed after two weeks.
- Fliers and posters may not be distributed by door-to-door solicitation or passed under doorways.

Leaflets

- *Leaflets are paper materials, including quarter sheets, half sheets, and brochures, distributed person to person on the Danforth Campus and through campus mail. Please note that there are special restrictions if you wish to use campus mail, some of which are identified below.*
- Leaflets may be distributed two weeks before the event or promotion. Leaflets featuring calendars of events or promotions may be distributed at any time.
- Leaflets to be distributed through campus mail may not be printed on paper exceeding the size of 3" x 5" to fit inside mailboxes.
- Leaflets should not be distributed by door-to-door solicitation or put under doorways. . They may not be placed on cars. They may not be distributed in the foyer of Olin Library.
- Leaflets distributed by University-recognized student groups through campus mail must be approved by Mail Services. A fee is charged for distributing leaflets through campus mail.

Underpass Painting

- *The Underpass is located between the Danforth Campus and the South 40 underneath Forsyth. It includes several reservable spaces and shapes.*
- Policies and Regulations can be found at su.wustl.edu.

Table Tents

- *Reservable table tents are on tables in the Danforth University Center, Bear's Bakery and Grill, Hilltop, Northern Bites, Ursa's, West Campus Café, South Forty House, and the Village. Visit the Dining Services website at (<http://diningservices.wustl.edu/about/partnership/>).*

Tabling

- *Reservable tables are located in the Danforth University Center, the Edison Family Courtyard, and Bear's Den*
- Information regarding the Danforth University Center can be found at DUC.wustl.edu
- Information regarding table reservations on the South 40 and the Northside can be found at: <http://reslife.wustl.edu/>
- Table locations are determined by building management.