



BSF-110 PRINTED MEDIA DISTRIBUTION AND ADVERTISING

- I. This policy applies to all areas of campus and supplements any policy pertaining to specific areas of campus.
- II. Advertising by or for an off-campus establishment, in the form of posters, handbills, leaflets, or other printed media, is prohibited in any area of campus except when prior written approval is obtained from the Office of Financial Operations and written approval for the site of solicitation from the University authority responsible for that space, or in accordance with this policy, or as otherwise permitted under this policy.
- III. The Office of Financial Operations may approve advertising by or for an off-campus entity or individual in the following circumstances:
 - a. The advertising is in connection with an approved on-campus activity. For example, if such an establishment sponsors or underwrites a University or registered student organization on-campus activity, the Office of Financial Operations may approve the use of posters, distribution of leaflets, or other advertising publicizing an off-campus event during said on-campus activity. No organization may co-sponsor an event with a distributor of alcoholic beverages, charitable organization, bar, or tavern where alcohol is to be given away, sold or otherwise provided to students.
 - b. The advertising may be approved for an off-campus event if the event is sponsored and held by the University or a registered student organization. No organization may sponsor or co-sponsor an event where alcohol or tobacco products are to be given away, sold or otherwise provided to students.
 - c. The advertising may be approved for an off-campus establishment sponsored in cooperation with a department or registered student organization if the department or registered student organization and the off-campus establishment comply with the University solicitation policy, including obtaining approval of such solicitation from the Director of the University Center, entering into a contract with the University regarding solicitation, and obtaining required insurance. No organization may

sponsor or co-sponsor an event where alcohol or tobacco products are to be given away, sold or otherwise provided to students.

IV. In order to apply for approval of advertising, the applicant must submit a written request to the Office of Financial Operations at least seven days prior to the date on which the applicant desires to begin advertising. The written request must include:

- a. An original poster, leaflet, handbill or other advertising material the applicant intends to use. The original advertising material will be stamped or otherwise authorized by the Office of Financial Operations. This stamp must appear on all posted materials.
- b. The date(s) and locations on campus where the applicant desires to advertise.
- c. The number of posters, leaflets, handbills or other printed media to be used.
- d. The name, address, phone number and student ID number (if applicable) of the person who is to receive notice of approval, denial of the application, or withdrawal of approval.

V. No approval of advertising shall be given unless:

- a. The posters, handbills, leaflets or other advertising are neat, legible, typeset and in acceptable taste as determined at the sole discretion of the University of Miami. The advertising material may not contain demeaning sexual or discriminatory content.
- b. The applicant agrees not to advertise until one week prior to the event, and to remove all posters and clean up any leaflets or handbills littering campus within 24 hours after the event has taken place.
- c. Materials can be posted only in designated posting areas and bulletin boards. No materials can be placed on classroom bulletin boards, walls, vegetation, windows, automobiles or other unapproved areas. Only one poster can be placed on each bulletin board.
- d. Approval of materials for posting does not in any manner indicate endorsement, sanction, or support of the program advertised.
- e. Advertising containing references to a restaurant or other similar establishment for on-campus or off-campus events, sponsored by registered student organizations, programming boards, or University departments, may be used subject to approval by a designated

University administrator as listed below. Advertisements cannot encourage any form of alcohol use. No organization may co-sponsor an event with a distributor of alcoholic beverages, charitable organization, bar, or tavern where alcohol is to be given away, sold or otherwise provided to students.

Greek activities:	Dean of Students	284-5353
Residence Halls area:	Director of Residence Halls	284-4505
University Center area:	Director of Student Life	284-2805
All other areas:	Office of Financial Operations	284-5550

- VI. All advertising approvals by the Office of Financial Operations are subject to stricter policies of the particular facility or building where the advertising is to, or does, take place.
- VII. Advertising by posters, distribution of leaflets or in any other manner on any area of campus is a privilege, not a right. The Office of Financial Operations has complete discretion to permit or disallow the type of advertising authorized, or to withdraw approval at any time for any reason.
- VIII. The prohibitions contained herein shall have no effect on advertising in or on University communications such as the Hurricane or WVUM, and advertising therein shall be conducted in accordance with the rules of the publication or station.
- IX. Distribution of handbills on private property is restricted by Coral Gables Ordinance, and the University subscribes to such restrictions and prohibits distribution of advertising materials except as authorized hereunder.
- X. Any student who participates or assists in posting posters, distribution of leaflets and handbills, or other advertising by an off-campus establishment in violation of this policy shall be subject to discipline under the Student Rights and Responsibilities section of the Student Life Handbook. Any person or entity not affiliated with the University may be subject to legal action by the University for violation of this policy.

Updated: 06/2012 (This policy replaces policy BSC-020)