

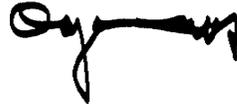
**SAN JOSE STATE UNIVERSITY  
ONE WASHINGTON SQUARE  
SAN JOSE, CA 95192**

**S12-6, Policy Recommendation, Advertising Campus Events:  
Flyers, Banners, Chalking, etc.**

**Legislative History:**

The list of approved bulletin boards and kiosks and protocols for paper based advertising as stated in PD-2001-1 is outdated. At its meeting of May 14, 2012, the Academic Senate approved the following policy recommendation presented by Senator Gleixner for the Instruction and Student Affairs

**Action by University President:**



**12-2012**

**Policy Recommendation  
Advertising Campus Events: Flyers, Banners, Chalking, etc.**

Whereas The list of approved bulletin boards and kiosks and protocols for paper based advertising as stated in PD-2001-1 is outdated, and

Whereas Political advertising is regulated by CA Education Code 66607 and described in the CSU's Handbook of Elections, and

Whereas Broader access to non-paper based advertising techniques would facilitate communication for campus events and be more environmentally friendly than traditional flyers, therefore be it

Resolved

**A. General Advertising Guidelines**

1. Members of the SJSU community (faculty, staff, and recognized student organizations) can advertise campus and broader community events and activities in University controlled spaces. This policy applies to postings in University controlled spaces, not individual, department, or College controlled spaces.
2. As affirmed by PD 2009-1, free speech will be respected in these advertisements. However, content that is not aligned with the University as an educational

institution is prohibited. This includes advertising for alcohol and illegal drugs, obscene language and/or images, and derogatory or inflammatory language and/or images.

3. Advertisements for commercial services or products are not allowed unless approved by the University.
4. All event advertising must include an accessibility statement with contact information.

## **B. Advertising Locations and Protocol List**

1. The Office of Student Involvement will establish an Advertising Location and Protocol List. This list will be reviewed annually by Student Union Event Services Office, Facilities Development and Operations (FD&O), University Police Department, and Associated Students.
2. This list will include
  - a. Locations of bulletin boards and kiosks open to the SJSU community with contact information on how to get access
  - b. Locations where posters can be affixed with tape, including instructions on allowed types of tape
  - c. Locations of electronic screens open to the SJSU community with contact information on how to get access
  - d. Locations of classrooms with extra white boards and chalk boards that could be used for advertising
  - e. Banner locations and contact information for hanging the banners
  - f. Chalking locations and protocols
  - g. A-frame locations and protocols

## **C. Flyers and Posters**

1. Postings must be 11" x 17" or smaller. All postings must be dated with the date of posting, sponsoring organization, and accessibility statement with contact information.
2. Posting shall be by thumbtack or staples only with the exception of locations on Student Involvement's Advertising Location and Protocol List that explicitly allow for tape.
3. Restrictions on bulletin boards may be placed by specific entities such as departments. If a specific location requires approval, the contact for the approval must be listed on the board.
4. Removal of postings, other than by the posting party or University personnel acting pursuant to their duties, is prohibited unless the posting: has been posted for seven calendar days, announces an event which has passed, is larger than 11" x 17", or is duplicated on the same bulletin board. The posting of users not designated in Section A.1. are subject to removal at any time.
5. Section C does not apply to signs, pictures, notices, transparencies, or advertisements posted by the University, nor to notices of Associated Students

elections posted pursuant to Title 5, California Code of Regulations, Section 41402.

6. Posting in residential halls and residential dining halls is not governed by this policy. Posting in these locations is regulated by University Housing.
7. Posting of temporary outdoor direction signs must be removed within 1 day of the event.

**D. A-frame Boards**

1. A-frames (Sandwich Boards) must not block pathways, building entrances, or ramps.
2. Specific rules on locations and protocols of A-frames will be designed by the Office of Student Involvement as stipulated in B.1.

**E. Chalking**

1. No liquid or aerosol spray-on “contractor’s type” chalk is allowed.
2. The sidewalk area containing the chalk advertising must be cleaned within 7 days.
3. Specific rules on locations and protocol of chalking will be designed by the Office of Student Involvement as stipulated in B.1.

Financial Impact: None

Workload Impact: Added workload to Student Involvement in establishing and reviewing the Advertising Location and Protocol List.

Approved: 4/23/12

Vote: 13-0-0

Present: Stephen Branz (non-voting), Bill Campsey, Yan Yin K. Choy, Victor Culatta, Caroline Fee, Stacy Gleixner, Gordon Haramaki, Rich Kelley, Art King, Marian Sofish, Vivian Souliotis, Katrina Swanson, Sheryl Walters, Ken Wharton

Absent: Arlando Smith