

**TECHNOLOGICAL INSTITUTE AND
FORD MOTOR COMPANY ENGINEERING DESIGN CENTER
PUBLICITY POLICY
September 2006**

NORTHWESTERN UNIVERSITY Evanston Campus

The schools based in the Technological Institute (Tech) and Ford Motor Company Engineering Design Center (Ford) on the NU Evanston Campus endorse NU Campus Publicity Policies and Procedures and have aligned the Tech & Ford publicity policy accordingly:

Objective

Student groups and University departments are encouraged to publicize and promote their activities to the University community. Effective advertising is critical to the success of campus activities. The flyers and advertisements on campus bulletin boards are important indicators of the vitality of campus life at NU and show that there is much to see and do.

Departments, organizations, groups and individuals need to exercise good judgment in advertising activities to the University community. Civility and respect for other people and our common spaces are key community values.

The following policies and procedures, devised and approved on September 8, 2006 by the Dean of Student Affairs, should guide publicity efforts in and around Tech and Ford. They consider community values and needs and seek to balance campus culture with aesthetics, effectiveness and efficiency.

Flyer Posting in Tech and Ford

- ❖ Only recognized offices, schools, departments and student groups of the Northwestern community are allowed to post flyers.
- ❖ Tech and Ford offer student organizations and University departments opportunities to advertise their events on designated kiosks and/or bulletin boards located in high visibility areas inside the buildings.
- ❖ Posters, flyers and other notices may be posted on designated kiosks and bulletin boards but not on walls, doors, windows, columns, classroom seats/chair backs or School signage.
- ❖ Designated kiosks and boards available for NU community notices are labeled "For the exclusive use of NU student organizations, university administration and academic programs."
- ❖ Please note that specific school departments and programs maintain some of the bulletin boards inside Tech and Ford and are for the sole use of that department/program. Please respect their designation.

- ❖ All posters, flyers, and other notices must clearly state the name(s) of the sponsoring student(s) and/or organization(s). No other general postings are allowed.
- ❖ All posted information must comply with all University policies. In particular, alcohol may not be mentioned or depicted in an event advertisement.
- ❖ The posting department, organization or group is required to remove all flyers after the event date. Remaining flyers may be subject to a removal charge.
- ❖ Flyers which do not meet policy are subject to removal without advance notice to the posting organization.
- ❖ Violators of the publicity policy may be fined and have their posting privileges suspended.

Banners Inside Tech and Ford

- ❖ The Office of the Dean is responsible for banner space inside Tech and Ford. Groups must obtain a reservation in advance: Jason Grocholski, 2nd floor Tech L255

Reservations are on a first-come, first served basis. Any banner put up without a reservation will be discarded. Only one banner space may be reserved per event. Banners must identify the sponsoring student(s) and/or organization(s). Banner space may be reserved for one week.

Groups are responsible for removing banners within 24 hours of the event. If not, the group may be charged for removal of the banner.

Alcohol may not be mentioned or depicted on banners.

Banners and Posting Outside of Tech and Ford

- ❖ Norris Events Planning and Production Office is responsible for banner space in front of Tech. Individuals or groups must obtain a reservation from the Norris Events Planning and Production Office (third floor, Norris, 847-491-2330) in advance.

Reservations are on a first-come, first served basis. Any banner put up without a reservation will be discarded. Only one banner space may be

reserved per event. Banners must identify the sponsoring student(s) and/or organization(s). Banner space may be reserved for one week. The sponsor must remove the banner at the end of the week.

See Campus Publicity Policies and Procedures on the Norris website for further detail.

Taping and Chalking Outside Tech and Ford

- ❖ Chalking is allowed only on concourse sidewalks that are exposed to the elements, i.e. not under an overhang.
- ❖ Taping and chalking are not allowed on any non-sidewalk surfaces including walls, doors, windows, trees and lampposts.
- ❖ Violators of the policy will be fined and have their posting privileges suspended.
- ❖ According to section 7-3-12 of the Evanston city ordinance: "It is unlawful for any person to place any sign on any sidewalk" along Sheridan Road. The city removes signs at violators' expense.

Leaflets and Handbills

- ❖ Only departments and recognized student groups of the Northwestern community will be allowed to distribute leaflets and handbills on campus. Leaflets must identify the sponsoring student(s) and/or organization(s).
- ❖ Permission to leaflet must be obtained from the Norris Events Planning and Production Office.

Painting

- ❖ Painting any part of Tech and Ford and/or the surrounding sidewalks, trees, benches and/or concourses is strictly prohibited.

Salespersons, distributors, solicitation and drives

- ❖ Non-student salespersons or solicitors are not permitted to solicit in Tech and/or Ford.

Students conducting fundraising/charitable drives must obtain permission in Tech from Jason Grocholski L255 or in Ford from Elizabeth Brasher 1-217.

Violations of Publicity Policy

- ❖ Complaints regarding departments, students or student groups who violate this publicity policy will be referred to the McCormick Director of Administration and Planning. Sanctions for violations may include but are not limited to fines or community service.