



POSTERS & BULLETIN BOARDS

GOVERNING POLICIES MANUAL

September, 2013

This policy is enforced by Saint Mary's University Students' Association and Facilities Management in a joint effort to manage paper waste and to ensure unauthorized materials are not distributed on campus.

1.0 GENERAL

1.1 The Saint Mary's University Students' Association (herein after referred to as "the Association") believes that advertising, promoting and attending on-campus events is a crucial aspect of the student experience and will strive to ensure that all posters and bulletin boards are administered by a common set of regulations.

2.0 APPROVAL PROCESS

2.1 All posters, flyers or promotional/informational materials placed on campus shall require approval and stamps in red ink prior to being placed on general display boards. Photocopies of stamped posters will not be permitted.

2.2 Stamps of approval may be obtained at the Information Desk (1st floor Student Centre) or at the Association's main office (5th floor, Student Centre).

2.3 Approval for elections posters shall be tasked to the CHIEF RETURNING OFFICER and said posters shall be approved in the manner prescribed in the Elections Policy.

3.0 LOCATIONS

3.1 A campus map can be found at: www.smu.ca/virtualtour/maps

3.2 McNally Building:

- 3.2.1 Basement;
- 3.2.2 The Den (computer lab);
- 3.2.3 2nd floor;
- 3.2.4 3rd floor.

3.3 Loyola Academic Complex:

- 3.3.1 1st floor colonnade;
- 3.3.2 1st floor main hallway;
- 3.3.3 2nd floor main hallway;

3.3.4 Banners: 1st and 2nd floor concrete columns, 2nd floor at the top of the stairs, unpainted brick surfaces.

3.4 Sobeys Building:

3.4.1 1st floor main hallway;

3.4.2 2nd floor main hallway.

3.5 Burke Building:

3.5.1 Lobby display boards;

3.5.2 2nd floor hallway.

3.6 Library:

3.6.1 Outside lobby display boards;

3.6.2 Banners: Hallway towards McNally, unpainted brick surfaces.

3.7 Loyola Residence:

3.7.1 Security desk display boards;

3.7.2 Dockside Dining Hall display boards;

3.7.3 Banners: Hallway leading to Dockside Dining Hall, unpainted brick surfaces.

3.8 Vanier Residence:

3.8.1 Hen Alley display boards;

3.8.2 Banners: Hen Alley, unpainted brick surfaces.

3.9 Rice Residence:

3.9.1 Lobby bulletin boards.

3.10 The Atrium, The Language Centre & The Homburg Centre:

3.10.1 No posters or promotional materials permitted.

4.0 UNAUTHORIZED CONTENT

4.1 Posters deemed to be within the following categories shall not be authorized:

4.1.1 Advertising off-campus alcohol establishments or other events and locations which are in direct competition with on-campus services;

- 4.1.2 Advertising off-campus services that are in direct competition with those serviced offered on-campus and/or are in conflict with current Association or University agreements;
- 4.1.3 Any poster which could damage the reputation of the University community;
- 4.1.4 Any poster that is deemed to be in breach of the Nova Scotia Defamation Act: <http://nslegislature.ca/legc/statutes/defamatn.htm>
- 4.1.5 Any poster that is not in compliance with the Nova Scotia Alcohol and Gaming Division of Service regulations:
<http://www.gov.ns.ca/snsmr/access/alcohol-gaming.asp>
- 4.1.6 Posters which are in breach of the Copyright Act of Canada:
<http://laws-lois.justice.gc.ca/eng/acts/C-42/index.html>

5.0 LIMITATIONS

5.1 External Advertisers:

- 5.1.1 May be permitted up to thirty (30) posters in any size up to 11x17" (ledger or tabloid paper size).
- 5.1.2 Posters may be stamped for up to two (2) weeks in advance of an event.
- 5.1.3 Posters may only be displayed on general display boards on campus.
 - 5.1.3.1 Absolutely no posters are to be placed on painted surfaces, in stairwells, on departmental or classroom boards, in washrooms or on glass surfaces including but not limited to windows, doors and display cases.
- 5.1.4 All posters in any language other than English must contain a full English translation in order to be approved.

5.2 Internal Advertisers:

- 5.2.1 An internal advertiser is defined as any party to the University or Association, including faculty, student societies and athletic teams.

- 5.2.2 May be permitted up to thirty (30) posters in any size up to 11x17" (ledger or tabloid paper size).
- 5.2.3 Posters may be stamped for up to three (3) weeks in advance of an event.
- 5.2.4 Posters may only be displayed on general display boards on campus, dedicated department or Association boards, or on authorized unpainted brick surfaces.
 - 5.2.4.1 Absolutely no posters are to be placed on painted surfaces, in stairwells, on departmental or classroom boards, in washrooms or on glass surfaces including but not limited to windows, doors and display cases.
- 5.2.5 All posters in any language other than English must contain a full English translation in order to be approved.

5.3 Banners:

- 5.3.1 May be permitted to be hung on campus by University and Association departments, teams, clubs and societies.
- 5.3.2 Banners cannot exceed 5x3', require stamped approval and may only be hung in designated locations.

5.4 Tenure:

- 5.4.1 After the given time allotted for advertising has expired, all materials will be removed from general display boards by Association staff. This is intended to ensure the orderly appearance of display boards as well as provide equal opportunity in terms of event coverage.
- 5.4.2 Posters which advertise an event for a date which has already passed will be taken down regardless of their authorized tenure.
- 5.4.3 Three (3) times during each calendar year are designated as removal periods whereby all posters and brochures will be removed from general display boards by Facilities Management. These periods include:

- 5.4.3.1 Pre-convocation (spring and fall);
- 5.4.3.2 Pre-labour day;
- 5.4.3.3 December break.

5.5 Placement:

- 5.5.1 Poster placement will be limited to the space available on each general display board.
- 5.5.2 If promotional materials are found to be placed directly over top of a separate promotion, they are liable to be removed. General display boards are designated as equal opportunity advertising space and shall be divvied out on a first-come, first-serve basis.
- 5.5.3 Each promotional advertisement is limited to one per general display board.

6.0 OTHER PROMOTIONAL MATERIALS

6.1 Stickers:

- 6.1.1 Displaying stickers on campus or University property is strictly prohibited. Any stickers posted on campus or University property will be considered vandalism and shall be dealt with accordingly.

6.2 Outdoor Promotions:

- 6.2.1 Outdoor posters, lawn stakes, sidewalk chalk and other means of visual promotion are prohibited.
- 6.2.2 Demonstrations or street teams are prohibited without express written permission from the University or Association.

6.3 Flyers:

- 6.3.1 Flyers, leaflets and brochures all require stamps prior to distribution and are scrutinized for appropriateness similar to posters.
- 6.3.2 Flyers are not to be distributed in any area deemed to be academic space (e.g. all classrooms, lecture halls, the Library, the Atrium, the

BMO Lounge, etc.) as well as The Gorsebrook Lounge, the Dockside Dining Hall and the Student Centre Food Court.

- 6.3.3 Individuals found to be distributing in these areas may be asked to leave campus by University Security.

6.4 Marquee:

- 6.4.1 The marquee sign is managed by the Association and is used expressly to promote University or Association affairs. If your department or society would like a message to appear on the marquee, please contact the Association at 496-8700.

6.5 Media Screens:

- 6.5.1 The Association operates screens located in the Student Centre and Loyola Academic Complex. If advertisers are concerned with the environmental impact of posterage, there are other environmentally friendly options that the Association would be happy to arrange.

7.0 VIOLATIONS

- 7.1 External advertisers found in breach of this policy will be asked to review and adhere to its rules in the future.
- 7.2 Fines may be levied to cover repairs, painting or cleaning of campus or University property.
- 7.3 Repeat breaches may result in prohibiting the offender from advertising on campus.
- 7.4 Association staff, volunteers and student societies found to repeatedly breach this policy may be subject to disciplinary action.

8.0 ABOUT

- 8.1 This poster policy was established by the Saint Mary's University department of Facilities Management and the Saint Mary's University Students' Association in an effort to ensure fair access for the University community, to manage paper waste and to ensure unauthorized materials are not distributed on campus.
- 8.2 The policy will also prohibit external businesses that offer services that are in direct conflict or competition with services currently offered on campus, materials deemed inappropriate or offensive, and materials that violate either the Copyright Act of Canada or the policies and codes of Nova Scotia Alcohol and Gaming Division of Services Canada.
- 8.3 This policy attempts to regulate the quantity and nature of posters that are hung throughout the campus, without jeopardizing a valuable means of communication with the students and university community.
- 8.4 This policy will be jointly administered by Saint Mary's University, Facilities Management, and Saint Mary's University Students' Association.