
Campus Publicity Policies and Procedures

Division of Student Affairs

Changes for 2009–10
Revised flyering zones
New publicity rules at Tech

The **flyers** and **advertisements** on campus bulletin boards, the **banners** that hang between the trees by the Arch, and the **messages** painted on the Rock are important indicators of the vitality of campus life here at Northwestern. There is much to see and do.

Effective advertising is critical to the success of campus activities. Student groups and University departments are encouraged to publicize and promote their activities to the University community and to exercise good judgment in doing so. Civility and respect are key community values.

The following policies and procedures, revised and approved in July 2009, should guide publicity efforts on campus. They were developed and are continually reviewed by committees composed of students, faculty, staff, and administrators. These committees include the Campus Publicity Committee, the Norris Center Advisory Board, the Dining Services Advisory Board, and others. They considered community values and needs and sought to balance campus culture with aesthetics, effectiveness and efficiency with cost.

Questions about publicity policies should be addressed to the director of the Center for Student Involvement at 1-2350.

GENERAL ADVERTISING POLICIES

All posters, flyers, leaflets, and other notices must clearly state the name(s) of the sponsoring student(s) and/or organization(s).

Only members of recognized organizations of the Northwestern community are allowed to display banners or flyers on campus.

Alcohol and other drugs may not be mentioned or depicted in advertising.

All advertising must comply with University policies and procedures.

Violators of the publicity policy may be fined and have their posting privileges suspended.

FLYERING

Flyering is permitted only during the fall, winter, and spring academic quarters.

To improve the effectiveness of campus advertising and reduce campus waste, flyering is allowed only on campus sidewalks in designated areas (see below) and only with masking or painter's tape. Any taped advertising found outside of the designated areas will be removed, and the responsible groups or individuals will be fined.

Eight areas have been designated "flyering zones" where advertising may be taped to the ground:

- 1) the walkways and plaza outside of Lisa's Café
- 2) the walkway between Garrett Theological Seminary and Annenberg Hall
- 3) the walkway between the Sheridan Road sidewalk and the Jacobs Center overhang (but not under the overhang)
- 4) the raised walkway outside of the west entrance of Norris University Center and the steps leading to it
- 5) the plaza area outside of the south entrance of University Library
- 6) the walkways through the sorority quads between Willard Residential College and Scott Hall
- 7) the main walkway between the Arch and the Rock plaza
- 8) the plaza in front of Elder Hall (but not the city of Evanston sidewalk)

Flyers must not be larger than 11 inches by 17 inches in total area (i.e., no more than two 8½ x 11 flyers may be taped together). Individuals and groups should be considerate of others who may want to advertise events in the same area.

Flyers must be removed within five business days after the event. Remaining flyers may be subject to a removal charge.

Taping of flyers is not allowed on any nonsidewalk surfaces, trees, lampposts, indoor or outdoor walls, doors, windows, columns, school signage, and seats and backs of chairs in any academic building.

It is a violation of Evanston city ordinances (Section 7-3-12) to place signs on any city sidewalk, including sidewalks along both sides of Sheridan Road. The city removes signs at violators' expense.

Flying is not allowed on Crown Plaza or Tech Plaza.

Flying is not allowed under the overhangs of any buildings, including but not limited to the Jacobs Center, the Henry Crown Sports Pavilion and Norris Athletics Center, and the west main and south ground entrances to Norris Center.

Only flyers may be taped on campus sidewalks. Individuals and groups may not use tape alone to spell out the name of their activity and/or organization.

Excessive flying or taping of more than two flyers together will result in a \$75 fine for each additional flyer.

Flyers that do not follow policy are subject to removal without advance notice to the posting organization.

BANNERS

Banners may not be hung from the exterior or draped from a window or doorway of any residence hall, residential college, or fraternity/sorority house.

Norris Event Management (third floor, Norris, 1-2330) is responsible for assigning banner space east of the Arch.

Student groups associated with the Multicultural Center (1936 Sheridan Road, 7-6200) or African American Student Affairs (1914 Sheridan Road, 1-3610) should contact the respective center to hang a banner on its porch.

Individuals or groups wishing to hang a banner inside the Technological Institute should contact the Office of the Dean of the McCormick School of Engineering and Applied Science (1-5550). Space in Tech is available only to groups associated with the school.

The following procedures apply to the banners between the Arch and the Rock:

Individuals or groups must obtain a reservation from Norris Event Management before displaying a banner at the Arch. Reservations will be made on a first-come, first-served basis. Only one banner space may be reserved per event. Banner space may be reserved for one week, i.e., from 8 a.m. Monday through 8 p.m. Sunday.

Norris staff review banners and reservations twice a week. Any banner put up without a reservation will be discarded.

There are currently seven sites available to hang banners at the Arch. Banners should be hung only between the trees along the archway. The trees are not numbered; banners should be hung at the first available set of trees coming in from the archway.

Banners may be hung only with cord, rope, or twine. Do not use wire, nails, or any other substance that could damage trees. Cutting wind holes in the banner will help keep it from being torn by the wind.

Student groups are responsible for removing banners within 24 hours of the event or on Sunday evening. Banners remaining after the event or past 8 p.m. Sunday will be discarded by Norris staff, and the group may be charged for removal of the banner.

Norris staff are not responsible for saving banners from any posting area. Hanging of banners is at the group's own risk.

CHALKING

Chalking is allowed only on campus sidewalks that are exposed to the elements, i.e., not under an overhang. It is not allowed on walls, doors, windows, trees, and lampposts.

Spray chalk is permitted if it can be removed with water.

PAINTING

Painting any campus property other than the Rock, including any part of the sidewalks, trees, benches, and/or plaza around the Rock or the stone wall in front of it, is strictly prohibited.

A \$300 fine will be levied against individuals, student groups, and/or departments that paint any campus property other than the Rock, including the tree near the Rock.

BULLETIN BOARDS AND KIOSKS

Specific campus departments, including residence halls and residential colleges, maintain some of the bulletin boards inside campus buildings. Other bulletin boards are for general use. These bulletin boards and kiosks are to be used primarily to post information relating to campus events.

Facilities Management personnel periodically remove loose or outdated notices from exterior bulletin boards and kiosks.

ADDITIONAL POLICIES FOR TECH AND FORD

The Technological Institute and the Ford Motor Company Engineering Design Center offer student organizations and University departments opportunities to advertise events on designated kiosks and bulletin boards in high-visibility areas. These are labeled "For the exclusive use of NU student organizations, University administration, and academic programs."

Do not use bulletin boards inside Tech and Ford that specific departments and programs maintain for their sole use.

Students conducting fundraising and charitable drives must obtain permission in Tech from Jason Grocholski (room L272) and in Ford from Elizabeth Brasher (room 1-217).

Nonstudent salespersons or solicitors are not permitted to solicit in Tech or Ford.

See the complete Tech and Ford publicity policy at www.mccormick.northwestern.edu/undergraduate/#studentgroups.

LEAFLETS AND HANDBILLS

Permission to leaflet at the Rock or any other campus location must be obtained from Norris Event Management.

Leaflets and handbills may not be distributed in the residence halls or residential colleges.

ADVERTISING IN NORRIS UNIVERSITY CENTER

Norris Center offers student organizations and University departments the opportunity to advertise their events at a general posting location near the main entrance.

Flyers must be no larger than 11 inches by 17 inches.

There may be a maximum of five flyers per event per week.

Flyers must be stamped at Norris Information Desk for approval to be posted. Flyers are stamped during normal operating hours by the attendant on duty.

Flyers not stamped at Norris Information Desk will be removed. (Please note that stamping a flyer is for posting purposes only and does not signify approval of content.)

Once stamped, flyers are posted by the sponsoring group in the posting area (fabric-covered wall) located on the stairway from the west main entrance to the ground level. Flyers may be posted with tape or pushpins; they should not be stapled.

All flyers will be removed at closing Sunday evening. New flyers may be posted beginning Monday at noon.

The "Phenomena Board" located on the south wall of the west main vestibule is the posting location for general announcements of apartment rentals, personal items for sale, etc. It is not to be used for event postings.

No other general postings are allowed inside Norris Center.

Violators of the posting policy will be fined and have their posting privileges suspended.

Questions about posting policies in Norris Center should be directed to the Norris Information Desk (1-2300).

Inquiries about electronic posting or advertising should be directed to the Norris Marketing Office (7-7113).

TABLETOP ADVERTISEMENTS IN NORRIS

Only members of recognized organizations of the Northwestern community may publicize events using tabletop advertisements in Norris Center, and they must obtain permission from Norris Event Management to do so.

Only one group per day may display tabletop advertisements, and only one tabletop advertisement per day may be displayed.

Tabletop advertisements may be reserved for a period of one week per quarter per event.

The use of tabletop advertisements is intended to promote campus events only. Advertisement of commercial activities or off-campus events is prohibited.

DISPLAY BOARDS AND CASES IN NORRIS

There are 10 display boards located on the ground floor of Norris Center. They are permanently attached to walls and cannot be moved. They may be used by student groups and University departments only. They may be reserved through Norris Event Management for up to one week per quarter for a specific event or promotion.

ADVERTISING IN DINING HALLS

Only members of recognized organizations of the Northwestern community are allowed to publicize events using tabletop advertisements in campus dining halls (Allison, Foster-Walker, Elder, Willard, 1835 Hinman, Sargent). Permission must be obtained from the Food Service Office (Parkes Hall, room 132, 1-2020). Permits are also available on the web at www.northwestern.edu/nucuisine (click on "Forms and Permits").

Campus groups will be guaranteed reservation dates only after the tabletop advertisement has been approved by the Food Service Office.

All materials must be submitted to the Food Service Office no later than five business days prior to the event.

Tabletop advertisement space is reserved on a first-come, first-served basis.

Only one group per day may display tabletop advertisements, and only one tabletop advertisement per day may be displayed.

Tabletop advertisement space may be reserved for a period of one week per quarter per event.

Reservations may be made up to six months in advance. Contact the Food Service Office to check availability.

Tabletop advertisements must be for campus events and not for commercial or political activities.

Tabletop advertisements may be no larger than 4¹/₄ inches by 5¹/₂ inches folded lengthwise.

A copy of both an approved form and sample tabletop advertisement signed by the Food Service Office will be proof of authorization.

SOLICITATION BY SALESPERSONS AND DISTRIBUTORS AND FOR CAMPUS DRIVES

All salespersons and solicitors, including canvassers, distributors, and students conducting charitable drives in Norris Center, must obtain permission from Norris Event Management. Charitable drives may be held only with permission of that office. Nonstudent salespersons or solicitors will not receive such permission.

Solicitation or sales in University buildings other than Norris Center may be conducted with the permission of the appropriate living unit officer or University official responsible for that building. Salespersons and solicitors must provide evidence of such permission upon request from any member of the University community. Any person without appropriate permission will be reported to University Police and asked to leave campus if permission is not obtained.

SOLICITATION AT THE ROCK

No vending or sales by commercial enterprises, whether student enterprises or not, are allowed at the Rock. A student organization may have a fundraiser at the Rock as long as a reservation is made online at www.outdoorevents.northwestern.edu and all appropriate policies are followed.

SOLICITATION IN NORRIS UNIVERSITY CENTER

Recognized student groups and other University departments who wish to solicit within Norris Center must obtain permission from Norris Event Management. Solicitation may take place only at reserved locations on the ground level. To protect the rights of patrons, distributions or solicitation are not allowed in other parts of Norris Center or immediately outside of Norris Center.

Patrons must initiate conversations. Organizations may not approach patrons to hand out materials or petitions or to initiate conversations.

Amplified sound (i.e., radios, TVs, etc.) is allowed only with permission of Norris Event Management.

SOLICITATION IN CAMPUS LIVING UNITS AND DINING HALLS

The University does not permit door-to-door solicitation within University living units or buildings. Only members of recognized organizations of the Northwestern community are allowed to solicit in campus dining halls (Allison, Foster-Walker, Elder, Willard, 1835 Hinman, and Sargent). Permission must be obtained from the Food Service Office. It will be granted under the following conditions:

All arrangements are to be made between the student and the purchaser.

The University is not represented by the licensee.

The University does not endorse or guarantee the product or services.

The University assumes no direct liability for the product or services or for the safety of the student or her/his product.

The University exacts no fees.

The University reserves the right of review and/or revocation for any reason.

The University requires the student to carry this permit on his/her person while engaging in the described enterprise and to surrender it for examination upon request by any member of the University community.

Due to Evanston health department regulations, no food or drink will be sold or distributed.

A student representative of the organization must be present throughout the solicitation, including setup and/or cleanup of equipment, tables, chairs, etc.

Only one solicitation is allowed per dining facility per dining period.

Solicitation approval may be given for a maximum period of seven days per quarter.

OUTSIDE SOUND AMPLIFICATION ON UNIVERSITY PROPERTY

Campus groups who wish to use projected or amplified sound on University property must request permission through the outdoor events process (www.outdoorevents.northwestern.edu). Requests must be in compliance with local and state ordinances.

The city of Evanston requires a permit for amplified sound and will approve sound permits only for events east of Sheridan Road. The following noise restrictions are strictly enforced at the Rock: Amplified sound is not permitted before 5 p.m. on weekdays. Amplified sound may be allowed after 5 p.m. and on the weekends. No events can disturb University business taking place in any of the adjacent buildings or surrounding areas. If a University official requests a modification in noise level, event organizers must adhere to the request immediately. In certain circumstances, University Police may be called to resolve any differences.

POLITICAL POLICY

The following is an excerpt from Northwestern's Policy on the Use of University Facilities for Political Activities. The complete policy can be found at www.northwestern.edu/general-counsel/policies/political.html.

Northwestern University's status as a tax-exempt organization under Section 501(c)(3) of the Internal Revenue Code prohibits it from participating or intervening in any political campaign on behalf of (or in opposition to) any candidate for public office, including by means of the publishing or distributing of statements. Northwestern University recognizes that students, faculty, and staff may wish to participate in the political process and that such participation may, in fact, contain an educational component. Recognized student organizations may reserve University facilities, including lecture halls, outdoor reservable space, and any other space available to all recognized student groups, to conduct organizational meetings or to host, sponsor, and/or publicize an event on behalf of a candidate.

VIOLATIONS

Complaints regarding students or student groups who violate the campus publicity policies and procedures will be referred to the director of the Center for Student Involvement. The director will resolve the matter administratively or refer the complaint to the University Hearing and Appeals System. Sanctions for violations may include but are not limited to fines or University service. For more information about the University's student disciplinary system, refer to www.northwestern.edu/handbook.

For more information

About general campus publicity

Norris Center for Student Involvement
Third Floor, Norris University Center, 847-491-2350
campus-activities@northwestern.edu
www.csi.northwestern.edu

About publicity in Norris University Center

Norris Event Management Office
Third Floor, Norris University Center, 847-491-2330
norris-center@northwestern.edu
www.norris.northwestern.edu

About outdoor events registration

www.outdoorevents.northwestern.edu

About publicity in dining halls

Food Service Office
Parkes Hall 132, 1870 Sheridan Road, 847-491-2020
food@northwestern.edu
www.northwestern.edu/nucuisine

About publicity in residence halls and residential colleges

University Residential Life
Scott Hall, 601 University Place, 847-491-3541
res-life@northwestern.edu
www.northwestern.edu/reslife

About publicity questions not addressed in this brochure

Division of Student Affairs
Scott Hall, 601 University Place, 847-491-8430
question@northwestern.edu
www.northwestern.edu/studentaffairs



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