



**Policy Number:** 3.006  
**Originating Office:** Student Services  
**Responsible Executive:** VP for Enrollment, Marketing,  
 University Relations and Student Services  
**Date Issued:** 1/18/2011  
**Date Last Revised:** 8/9/2024

# Poster and Advertising Policy

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## I. REASON FOR THIS POLICY

This policy sets forth the guidelines on authorizing the placement of flyers, posters, and like publications on campus to fulfill the University's mission and prevent material disruptions of the work and discipline of the University in this limited forum.

The goals of the policy are to:

- A. Allow for effective promotion of events and services related to University students, faculty and staff.
- B. Set forth viewpoint-neutral standards by which limited University resources are allocated for the promotion of activities consistent with the university's educational mission.
- C. Prevent material disruptions of the work and discipline of the University.

## II. STATEMENT OF POLICY AND PROCEDURES

### A. Muenster University Center

In the Muenster University Center and USD Wellness Center the following policies apply to Posters:

1. Signs
  - a. All signs must be brought to the Muenster Center Information Desk to be reviewed to verify compliance with this policy and stamped. The Student Center staff will be approve or deny the sign

and are responsible for hanging all signs. The Student Center staff shall remove and dispose of any non-approved signs upon knowledge of a violation of this policy.

- b. All signs must display the name of the Officially Recognized Organization that is sponsoring the promoted activity.
  - c. Publicity for events or meetings may be posted for a maximum two-week period. After two weeks, the Student Center staff may remove the sign. Posting will be limited to one printed item per event at any time and posted on a first come/first serve basis.
  - d. Signs will be limited to 11"x 17". Larger signs will be treated as banners and must be reserved through the MUC Information Desk:
  - e. Signs will not be approved if they contain any of the following prohibited content:
    - i. Promotion of alcohol in a manner that violates SDBOR and University policies regarding advertisements by alcohol-related businesses and alcoholic beverages;
    - ii. Promotion of illegal activity or activity that violates SDBOR or University policy;
    - iii. Obscenity, including explicit sexual material, or any other speech not protected by the First Amendment;
    - iv. Unauthorized use of copyright or trademarked-material. Use of USD-trademarked or copyrighted images or logos must be consistent with USD Brand Standards and approved by the University.
  - f. Signs will be removed and disposed of the day after the event or as soon thereafter as practicable.
2. Banners
- a. All above restrictions as to signs, except size and time limitations, apply to banners.
  - b. Reservations for banner space are taken at the MUC Information Desk up to one year in advance.
  - c. Banners are limited to one banner per event and a maximum size of 36"x68".
3. Table Tents (Napkin Holder Inserts)
- a. All above restrictions as to signs, except size and time limitations, apply to table tents.
  - b. Table tent space in the Commons is reserved through the Muenster Center Information Desk.
  - c. Table tent space in the Muenster Center can only be reserved by recognized student organizations or student services staff.
  - d. Each table tent reservation is for 25 napkin holder inserts, which is ¼ of the total slots available.
  - e. Only one table tent reservation per org/event is allowed.
  - f. Guidelines for table tents are as follows:
    - i. Table tents may be displayed for a maximum of three consecutive days per advertised event.
    - ii. Tents must be printed on card stock and may not exceed 6.5" wide x 4.25" high.
  - g. Table tents will be placed and removed by Student Services Staff.

#### 4. General Provisions

- a. Exceptions to Muenster Center poster policies will be at the discretion of the Dean of Students. Any exceptions must be consistent with other SDBOR and USD policies.
- b. Any alleged violations of this policy may be reported to the Dean of Students. Persons or groups violating this policy may have their advertising privileges revoked and be charged a fee.
- c. Any Officially Recognized Organization whose poster is rejected for posting or whose poster is taken down will be provided the grounds for such action and may appeal the decision to the Dean of Students in writing within 5 days of the rejection. The Dean of Students or designee Muenster University Center will review the appeal in a timely manner to determine whether the rejection was made contrary to the established policy.

#### B. Other Campus Locations

##### 1. Department Use Only

- a. Unless otherwise clearly marked, bulletin boards or wall space in other buildings across campus are for the sole use of the University department, office or college maintaining control of the space, and are not intended for other use.
- b. Such boards or spaces may be used by the department, office, or college maintaining the board to display materials relevant to that University department, office, or college, and advancing the educational and career opportunities of students.

##### 2. Community Events Boards

- a. Boards marked as "Community Events" or a similar title are open to Officially Recognized Organizations to display Posters that are otherwise approved and posted in the Muenster Center, in compliance with Muenster Center Poster Policies stated above.
- b. The Officially Recognized Organization is responsible for hanging such posters and must mark on the front or back of the poster the dates for which the poster was approved for posting in the MUC.
- c. Posters on Community Events boards are subject to the same time and size restrictions as those posted in the Muenster Center and will be taken down and disposed of accordingly.
- d. Posters should not be hung on locations outside of marked bulletin boards or otherwise delineated spaces.

##### 3. General Guidelines

- a. Nothing in this policy restricts the ability of a University department, office, or college from hanging other notices or information consistent with the educational goals of the University, or to designate and mark space available to outside persons for posting of announcements of a designated category such as job announcements.

#### C. Chalking

1. Chalking is permitted by students, employees, campus organizations and departments of the University of South Dakota under the following conditions:

- a. Only water-soluble chalk may be used for sidewalk chalking. Spray chalk or any substance that is not readily removed with water may not be used.
  - b. Chalking is permitted only on horizontal surfaces that are exposed to rain where the chalk marks will naturally be washed away.
  - c. Chalking is strictly prohibited on vertical surfaces such as building walls, vertical steps, columns, etc. and within 20 feet of any doorway.
  - d. The institution monitors only the type of chalk and the places where chalking occurs, not the content of the messages.
  - e. Chalking found on prohibited surfaces will be removed, and the persons responsible will be charged with restoration costs.
  - f. Messages and other content chalked on university property are the responsibility of the individuals, student organization or department applying the chalk and do not imply any relationship with, or official sanction by, the University of South Dakota.
2. Chalking is prohibited on the day of, and for a period one week prior to, Commencement.

### III. DEFINITIONS

**Officially Recognized Organization** – A university department, office, college, Affiliated Entity, registered student organization or official committee.

- Posters include flyers, signs, broadsides, bills, banners, placards, notices, posters and other like postings not posted for emergency, public safety, or required notification reasons by authorized University personnel.

**Affiliated Entity** – Organizations, such as the USD Foundation, whose legal purpose includes support of the University and its activities, organizations that have been authorized by the University to use its name and marks, as well as the State of South Dakota and its political subdivisions, and their instrumentalities.

**Chalking** – The use of water-soluble chalk on concrete sidewalks on campus by an Officially Recognized Organization in order to convey a non-commercial expression.

### IV. RELATED DOCUMENTS, FORMS AND TOOLS

**Not Applicable**