



Advertising Policy  
For All  
Internal & External  
Advertising

September 21, 2007

## Internal Advertising

- All advertising in the Student Centre will be approved by the General Manager. The advertisement will be approved or rejected by adhering to all documents, policies, and Bylaws of CSRC/NUSU and The Student Centre, including this policy. By way of extension of the General Managers office, the Operations Manager will have the authority to approve all internal advertising of the Student Centre to be put up in the Student Centre and any advertising by the Student Centre to be provided for external advertising.
- Any paper/poster advertisement proposed for inside the Student Centre must be stamped with the Student Centre stamp before being posted with an original keep on file and signed by the General Manager or by extension by the Operations Manager.
- Any CSRC/NUSU signage/poster must be signed by the President of either CSRC or

NUSU and the General Manager depending on which student group it applies. An original must be kept on file in the Administration Office with the appropriate signatures.

- Material that receives a stamp of approval for internal advertising in the Student Centre must have a student oriented purpose. If the President(s) and General Manager feel that the signage/poster may affect the corporate or political integrity of NUSU/CSRC or The Student Centre, the material will not be approved.
- Acceptable material will include promotional activities and events planned by NUSU/CSRC and The Student Centre, employment information that deals with on-campus student jobs, general club notices concerning issues, meetings and events, awareness campaigns and referendum and election notices; or certain charitable causes, at the discretion of NUSU/CSRC or the Student Centre.

- Unacceptable materials will include certain charitable causes, at the discretion of CSRC/NUSU and the Student Centre, promotional material from outside organizations, personal ads of any nature, including classifieds for autos, apartments, computers, etc., ads for employment from outside organizations, any election or referendum or other propaganda advocated by a particular candidate, committee or special interest group or libelous or defaming material that may implicate CSRC/NUSU and the Student Centre in a lawsuit by virtue of the endorsement implied by the stamp of approval.
- Exceptions to these general guidelines may only be made by the General Manager in consultation with the President(s).
- The Student Centre will post information that advertises school events and/or products available in the Student Centre. The Student Centre General Manager

must approve all postings in the Student Centre, and in cases that the material applies to CSRC or NUSU only, the President of the other must be consulted for approval.

## **External Advertising**

- Any proposed external (external meaning not CSRC/NUSU or the Student Centre) group asking to advertise inside the Student Centre or the Student Centre, CSRC/NUSU including, but not limited to publications like; the Student handbooks, calendars, closed circuit TV, posters, signage, CSRC student Newspaper, NUSU student newspaper etc. will be vetted by the General Manager, in consultation with the President(s) will be approved or rejected by adhering to all documents, policies, and Bylaws of CSRC/NUSU and The Student Centre, including this policy.

- Any advertising will be approved or rejected by following the criteria listed below:
  - 1) it adheres to all documents, policies, and Bylaws of CSRC/NUSU and The Student Centre, including this policy
  - 2) It does not conflict with any regular or special event held in the Student Centre and/or It does not conflict with any regular or special event by CSRC/NUSU or the Student Centre held externally on the same date, or close enough, that in the opinion of the President(s) and the General Manager it will conflict with the event(s) held by CSRC/NUSU or the Student Centre.
  - 3) The advertisement does not conflict with any exclusive advertising contracts that The

Student Centre has entered into.

- 4) The advertisement does not compete for the patronage of the students concerning any/all events/businesses owned by CSRC/NUSU including the Student Centre.
- 5) The advertisement is not eligible if it is of a special interest group, pro or con on social issues, or libelous or defaming in nature.

This Internal and External advertising policy is to ensure the basis of neutrality, to prevent against conflict of CSRC/NUSU and Student Centre interests and to ensure all advertisements are within the laws of the land.