

PUBLICITY & ADVERTISING POLICY

I. NAME

This document shall be called the Publicity/Advertising Policy.

II. PURPOSE

This policy is, and will be in effect in order:

- A. To insure that sufficient publicity is available in regard to AS. supported programs and, therefore, that AS. funds are being used effectively.
- B. To insure better recognition of the role that the AS. and the Activity Fee play in supporting campus and community programs and activities.

III. DATE OF EFFECTIVENESS

This policy shall be effective upon approval of the AS. Board of Directors (BOD).

IV. AMENDMENTS

This policy may be amended by a 2/3 majority vote of the AS. Board of Directors (BOD).

V. GUIDELINES

- A. Publicity (e.g., press releases, ads, posters, flyers, etc.) concerning programs or activities involving AS. funds should credit AS. with sponsorship or co-sponsorship. Programs should identify themselves as a service or program of the AS. and/or use the AS. logo. This also applies to advertising of the Bookstore, Food Service and Student Union.
- B. Programs are expected to turn in copies of all publicity or public information pieces to the Information Center Coordinator for keeping in a reference file.
- C. Although it is recognized that not all communications or all media vehicles lend themselves to the policy, compliance with the spirit of the policy is mandatory.
- D. Questions regarding compliance with this policy can be directed to the Executive Vice President.

Approved BOD: 12-9-88
Clean-up Changes: Summer 1999