Carthage College
Event Promotion Policy

The purpose of this document is to communicate the College’s event promotion policy, to which all departments and organizations are expected to comply.

On behalf of the College, the Division of Student Affairs will collect and review promotional materials related to academic, non-academic, and student organization events to be held on campus. Promotional materials include but are not limited to: posters, flyers, banners, tear sheets, table tents, etc. Any promotional material to be posted or distributed on campus must be approved and stamped in the Division of Student Affairs central office (TWC Suite 100). Promotions via the Carthage Bridge should be submitted for review by the Office of Communications.

Approved materials may ONLY be posted in pre-approved campus sites noted in this policy (see Approved Posting Locations for Posters Table on last page of policy). Campus posting sites are maintained primarily to promote events and campus announcements. These sites are not intended to be discussion or opinion forums. The Division of Student Affairs and the Office of Communications reserves the right to limit or refuse any material for posting and to remove any material promoting an unapproved event or containing messages considered inappropriate, offensive, or inflammatory.

CONTENT
All promotional materials must clearly display the following information:
- Title of event, program or service
- Date, time, and location of event, program or service
- Name of the sponsoring organization and/or department
- Contact information (email and/or phone number)
- All materials written in a foreign language must include the equivalent English translation

TYPES OF APPROVED PROMOTIONAL MATERIAL
- Printed items no larger than eleven by seventeen (11x17) inches
- Electronic messages via The Bridge, Carthage Calendar and The Harbor
- Banners no more than five (5) feet in length created in the Student Organization Resource Center. Any items posted on the cafeteria stairwell must be hung with sticky tack, painter’s tape or gaffing tape as other items will remove paint from the bannister.
- Sidewalk chalking
- Kissing Rock
- Novelty items sold or given away, email messages or other forms of campus announcements that cannot be stamped must conform to the posting policy.
- Table tents or other forms of advertising to be placed in the dining halls must be stamped by the Division of Student Affairs and be approved by the Food Service on-site manager.
- Temporary lawn displays
- Unique and creative ideas or questions may be directed to the Office of Student Involvement

APPROVAL CRITERIA FOR REVIEW
- Organizations advertising an on-campus activity are not permitted to advertise these events off campus without the approval of the Division of Student Affairs and the advice and consent of the Office of Communications.

Institutional Policy
Effective July 1, 2019; Updated August 1, 2020
• Postings and advertisements should be open to all students if being publicly displayed.
• All campus publications, items produced for distribution or postings may not display words or images representing alcoholic beverages, drugs, or related paraphernalia. They may not be sexually explicit or implicit.
• Carthage College is committed to fostering a diverse community of outstanding faculty, staff, and students, as well as ensuring equal educational opportunity, employment, and access to services, programs, and activities, without regard to an individual’s race, color, national origin, religion, age, disability, sex, gender identity/expression, sexual orientation, marital status, pregnancy, predisposing genetic characteristic, or military status. All materials posted on campus or online must comply with the above expectations.
• Special requests for posting in an area that is not listed may be submitted to the Office of Student Involvement for consideration.
• Any items not covered under this policy should be presented to the Office of Student Involvement for review on a case-by-case basis.

SUBMISSION PROCEDURE AND APPROVAL PROCESS
1. Submit promotional material for approval
   a. Electronic submissions
      i. Student organizations may upload items digitally through their organization specific portal on The Harbor (https://harbor.carthage.edu) during Event Registration Process.
      ii. All other electronic submissions can be sent to studentlife@carthage.edu
   b. Printed submissions
      i. Bring ONE (1) printed copy to the Division of Student Affairs central office
2. Allow at least one (1) full business day for approval.
3. Once material is approved, make additional copies in case there are suggestions or edits to the original piece.
4. Take all copies to the Division of Student Affairs to be stamped. Organizations or Departments are responsible for stamping each item. All materials must contain original approval stamp.
5. Post materials in approved posting locations.
6. Remove materials within three (3) days after the event has taken place. Failure to remove within this timeline may result in a fine of $5.00 for every material posted beyond the permitted date.

POLICY ENFORCEMENT
• Postings may not be on glass windows, doors or walls. Postings should only be on designated bulletin boards.
• Removing an authorized posting in an authorized area before the end of the event is an act of vandalism and will be treated as such via the disciplinary system.
• Unsolicited mass emails, unless approved by the Office of Communications, are prohibited.
• Postings may not deface College property.
• Distributing flyers, placing materials under residence hall room doors or posting flyers on automobiles without permission from the Office of Student Involvement is prohibited.
• Any items posted on kiosks or bulletin boards must be hung with thumbtacks or staples.
• Signs must not be attached to sidewalks, trees, light posts, doors, glass, painted surfaces, sides of buildings, trash cans, fences or any other non-approved posting area. Postings in violation will be removed. The sponsoring group may be charged for any damage done to these areas.
• Any college official may remove a posting that does not adhere to these policies.

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• Failure to comply with the posting policy may result in sanctions for individuals or groups including but not limited to removal of posting, written warnings, fines or loss of posting privileges.
• Posting is not permitted on bulletin boards that have been designated for Resident Assistant use.
• Postings should up no more than 30 days prior to event or program. If extended time is needed, please contact the Office of Student Involvement.

CHALKING
• Chalking may be utilized for promotion of events.
• Use only water-soluble chalk. No spray chalk, semi-permanent or permanent materials may be used.
• Chalking is permitted only on concrete and non-brick sidewalks that can be directly washed by rain. The chalking must be on a walkable surface not covered by an overhang.
• Chalking is not permitted on buildings, streets or other outdoor surfaces.
• Overwriting, erasing, defacing, or altering the chalking of another person or organization is prohibited.
• Chalking for event promotion is approved by the Office of Student Involvement through The Harbor.
• Chalking of the approved area may only take place from 8:00 am – 8:00 pm.

KISSING ROCK USAGE
• The Kissing Rock may be used for event promotion.
• Painting may only occur on the actual Kissing Rock and not on grass, plantings or concrete.
• Organizations and Departments may be charged if damages are incurred.
• Painting of the Kissing Rock may only take place from 6:00am to Midnight.

TEMPORARY LAWN DISPLAYS
• The primary purpose of temporary lawn displays is to give directions, note location of events and activities, or advertise a particular event.
• Displays, messages, and awareness campaigns may use temporary signage. This includes all free-standing publicity (e.g. signs, awareness flags, ground stakes, etc).
• Temporary lawn displays may need to be removed for maintenance or other facilities-related projects.
• Contact Buildings and Grounds Department for approval and reserve lawn space on Ad Astra.

OFF-CAMPUS ADVERTISERS
• Off-campus individuals or companies have limited access to posting on campus bulletin boards and promotional tables.
• Off-campus individuals or companies wishing to distribute or to sell their services or products must be authorized to do so by the Vice President for Business and Finance.
• Off-campus individuals or companies may advertise events in the Todd Wehr Center bulletin board and academic building bulletin boards.

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• A company representative offering employment opportunities to students must contact The Aspire Center for approval to post advertising, submit employment opportunities and schedule a visit to campus.
• Businesses looking to promote in person need to contact the Campus Reservationist to reserve promotional tables.
• Off campus advertisers/solicitors are subject to all guidelines of this policy.
• Under no circumstances is door-to-door solicitation by off campus groups or individuals permitted. Non-approved organizations found to be soliciting will be asked to leave campus.

### APPROVED POSTING LOCATIONS FOR POSTERS

<table>
<thead>
<tr>
<th>Residence Hall</th>
<th>Locations</th>
<th>Total of Posters Needed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Denhart Hall</td>
<td>Basement</td>
<td>11</td>
</tr>
<tr>
<td></td>
<td>Each Wing</td>
<td></td>
</tr>
<tr>
<td></td>
<td>North Entrance</td>
<td></td>
</tr>
<tr>
<td>Johnson Hall</td>
<td>Lobby</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>Basement</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Each Wing</td>
<td></td>
</tr>
<tr>
<td>Madrigrano Family Residence Hall</td>
<td>Lobby</td>
<td>9</td>
</tr>
<tr>
<td></td>
<td>Each Wing</td>
<td></td>
</tr>
<tr>
<td>Tarble Hall</td>
<td>Lobby</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>Each Wing</td>
<td></td>
</tr>
<tr>
<td></td>
<td>South Entrance</td>
<td></td>
</tr>
<tr>
<td>Swenson</td>
<td>Lobby</td>
<td>2</td>
</tr>
<tr>
<td>Oaks</td>
<td>Lobby of each building</td>
<td>6</td>
</tr>
<tr>
<td>The Tower</td>
<td>Entry Floor Lobby</td>
<td>2</td>
</tr>
<tr>
<td>Non-Residential Buildings</td>
<td>Locations</td>
<td>Total of Posters Needed</td>
</tr>
<tr>
<td>Todd Wehr Center</td>
<td>Between Restrooms</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Stairwell to the Cafeteria (banners only)</td>
<td></td>
</tr>
<tr>
<td>Johnson Arts Center</td>
<td>Next to men’s restroom (1st and 2nd floor)</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>One near band and choral room hallway</td>
<td></td>
</tr>
<tr>
<td>Lentz Hall</td>
<td>Landing of each stairwell</td>
<td>6</td>
</tr>
<tr>
<td>Straz Center</td>
<td>South Entrance</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>Basement Lounge</td>
<td></td>
</tr>
<tr>
<td>Clausen Center</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Campbell Student Union</td>
<td>Bulletin Board across from Red Zone</td>
<td>1</td>
</tr>
<tr>
<td>Hedberg Library</td>
<td>Next to fireplace</td>
<td>1</td>
</tr>
<tr>
<td>Unique Locations</td>
<td>Locations</td>
<td>Total of Posters Needed</td>
</tr>
<tr>
<td>Outdoor Kiosk</td>
<td>South of Lentz Hall</td>
<td>1</td>
</tr>
<tr>
<td>TWC – Stairwell to Cafeteria</td>
<td>Banners or large posters only. Should be hung with blue painters or gaffing tape.</td>
<td>1</td>
</tr>
</tbody>
</table>

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