

Postering/Advertising Policy and Management Framework

1. Introduction

The purpose of this policy is:

- to improve internal communication among students and staff of the University, and
- to convey information that is appropriate, in an accurate and timely fashion
- to have orderly management of advertising and promotion on campus consistent with the objective of minimising littering of the campus.

2. Scope of the Policy

- This policy applies to students, staff, offices, departments, clubs and societies of the University, the NUI Galway Students' Union, campus companies and their employees, independent companies with whom the University has a contract and who are trading on the Campus, and external bodies.
- This policy sets out criteria for the provision of postering and advertising facilities on the campus and the management of these facilities. (Facilities are understood to encompass physical facilities e.g. fixed notice boards, free-standing boards, ad-hoc notices, Electronic Media such as emailing through University facilities, Websites and LCD screens, as well as the facility to distribute promotional material on the campus).
- This policy sets out criteria regulating the content of posters, flyers and other forms of advertising on the campus.
- This policy sets out procedures for dealing with breaches of regulations governing the use of and content of posters and advertisements.

3. Postering and Advertising Facilities

The University will provide fixed notice boards, free standing notice boards, electronic media, and will accommodate ad-hoc notices and the distribution of promotional material under certain circumstances. *Postering and advertising is only accommodated through these facilities.*

- **Fixed Notice Boards**
All buildings of the University will have open and closed notice boards. There will be external notice boards at a number of key points around the campus.
- **Free-Standing Notice-boards**
The University will provide free-standing notice boards to facilitate directions to events or locations.
- **Ad-hoc Notices**
From time to time departments or staff of the University may have to place ad-hoc notices on or adjacent to their office doors. The use of such a

facility should be limited and such notices must be affixed with material which will not damage the fabric of the building.

➤ **Electronic Facilities**

The University currently has LCD screens–based advertising facilities in place in three buildings on campus. The University will endeavour to extend Electronic Facilities to all major buildings and will actively encourage paperless advertising on the campus in so far as possible. *Guidelines on the use and management of the LCD screens are available from the Press & Information Office.*

➤ **Flyers, Promotional material**

The distribution of flyers and promotional material will be limited to events and appropriate elections officially organised by the offices and departments of the University and elections and referenda of the Students' Union. Clubs and Societies may distribute flyers and promotional material in the event of corporate events only, for example Societies Day or Clubs Day.

In the case of any other events permission to distribute flyers must be obtained from the Facilities Manager, Buildings Office, NUI Galway. The Facilities Manager may impose conditions and restrictions on the distribution of such flyers.

4. Access to and Use of Postering and Advertising Facilities

➤ **Access to facilities**

Postering and advertising on the campus is confined to students, staff, offices, departments, clubs and societies of the University, NUI Galway Students' Union, campus companies and their employees, independent companies with whom the University has a contract and who are trading on the campus, public bodies, and private external bodies that have obtained the permission of the University. Pubs nightclubs, off-licenses and bodies engaged in the sale of alcoholic drink are not permitted to access to these facilities.

➤ **Permitted Postering Locations**

Postering on campus is permitted only on designated notice boards. Posters found in any other area, such as windows, doors, etc. are considered as “defacement” of property of the University and their placement in unauthorised areas will be construed as a breach of this Policy. The cost of removal of any materials posted in contravention of this policy, or of repair for damage caused will be billed to the responsible organisation.

➤ **Number of Posters allowed on a Notice Board**

Only one poster per event per notice board is permitted. The maximum size must not normally exceed A3. No poster should be placed on top of another active poster, obliterating details of another's event. An active poster is one that either lists an event which has not yet occurred or on which the end date has not yet passed.

➤ **Removal of Posters**

Posters must be removed when out of date by the organisation responsible for placing them. Where the poster is advertising an event this must be within 3 days following the date of said event.

➤ **Access to Electronic Media**

The University manages an LCD Screen-based advertising facility. Use of this facility is confined to clubs societies, offices and departments of the University, the NUI Galway Students' Union, campus companies, independent companies with whom the University has a contract and who are trading on the Campus. External bodies do not have access to this facility. To advertise on this facilities please contact LCD@nuigalway.ie

➤ **Obtaining permission by external bodies**

Advertising by external bodies is only at the express permission of the University and on such conditions as are set out by the University – see schedule 1, attached. These conditions may include the payment of a fee. Application for permission is made to the Facilities Manager, Buildings Office, NUI Galway.

5. **Content of Posters, Advertisements and Promotional Material**

1. **Compliance with University Policies and Codes of Practice**

➤ The content of all advertising must comply with all appropriate codes of practice and policies of the University and in particular Equality of Opportunity, Alcohol Policy, Harassment and Sexual Harassment Policy and Anti Bullying Policy (copies of these policies are available at: www.nuigalway.ie/student_services/policies_procedures.html). In keeping with the University policy of an exemplary bilingual campus Students, Staff and External bodies are encouraged to provide notices in both English and Irish.

2. **Focus of Advertising Material**

➤ The main overall theme of the advertising material must centre on the event/service and those responsible for the organisation of the event/service. Any sponsors must occupy a place of secondary importance on the advertisement, and must be a subsidiary feature.

3. **Identity of person or organisation placing an advertisement**

➤ Each advertisement must clearly identify the name of the organisation, department, person or body that is responsible for placing the poster or advertisement and must also have an end date displayed on the advertisement.

6. **Policy Implementation and Management Procedures**

➤ **Publication of Policy**

This policy will be publicised in the Buildings Office, and Student Services pages of the University Website, and notified in the Campus Directory, in the University Code and on notices at all the main entrances to the University (as per Schedule 2).

➤ **Breaches of the Policy and Sanctions for Breaches**

Both indoor and outdoor areas will be checked periodically by the staff of the Buildings Office and breaches of this policy notified to the Facilities Manager.

The Facilities Management Section of the Buildings Office of the University has primary responsibility for taking action in relation to breaches of the provisions of this policy. Complaints by students, staff, departments and organisations within the University in relation to alleged breaches of policy will be made to the Facilities Manager, Buildings Office. Where Clubs or Societies are the perpetrators of breaches, the Buildings Office will notify the University Societies Committee or the Sport and Recreation Union Committee as appropriate. These Committees will be responsible for implementing appropriate sanctions in line with Schedule 3.

➤ **Sanctions for Breaches**

The cost of removal of any materials posted in contravention of this policy, or of repair for damage caused will be billed to the responsible organisation. The Buildings Office will determine the cost of repair of the damage caused.

Breaches by Clubs and Societies will be dealt with in accordance with sanctions as agreed at the University Societies Committee and the Sport and Recreation Committee (details of which are in Schedule 3).

Breaches by any other body (details of which are in Schedule 4) will be dealt with under the auspices of the Buildings Office.

The University may review this policy from time to time.

Schedule 1

Terms And Conditions For Public & Non-Public External Bodies

Independent companies with whom the University has a contract and who are trading on the Campus, and external bodies External Organisations must get authorisation from the Facilities Manager, Buildings Office in order to have posters placed on NUI Galway facilities around campus. No external body will be permitted to flyer on campus.

In general authorisation will be given to public and non-public external bodies should the request be directly related to student related educational / information events.

In some cases the Buildings Office may impose a fee for the use of postering facilities. This may arise if an external body receives a substantial profit through its advertising campaign on campus.

Where sponsorship of a particular event occurs the sponsors name and logo must occupy a place of secondary importance on the advertisement, and must be a subsidiary feature. The sponsors name and logo may not occupy more than 10% of the overall size of an A4 Poster and 5% of an A3 Poster.

Authorisation to poster will be automatically declined to pubs, nightclubs, off-licenses and bodies engaged in the sale of alcoholic drink.

Schedule 2

Public Notice at entrances to the Campus

Advertising on the Campus

Only authorised persons may advertise or distribute promotional material on the Campus.

For Information and Permission Contact the Facilities Manager, NUI Galway Buildings Office

Schedule 3

Sanctions for Breaches of this Policy by Clubs and Societies

The sanctions in respect of Clubs and Societies shall be executed by the Sport and Recreation Union and the University Society's Committee respectively, on foot of the appropriate Committee being informed by the Facilities Manager, Buildings Office of breaches of this policy by a Club or Society.

1. In the case of the first breach in any academic year, a warning will be issued to a Club or Society outlining the action which will be taken should a second or subsequent offence occur.
2. In the case of a second breach in any academic year (i.e. 1st September – 31st August), the use of advertising facilities will be withdrawn for a period of three weeks, the commencement of which will be at the discretion of the relevant Committee. A fine of €100 will also be payable, within one month of the sanction being issued by the Committee, from within the Clubs or Societies own funds.
3. In the case of a third offence in any academic year, advertising, room booking and photocopying facilities will be withdrawn for a two month period following the breach, the commencement of which will be at the discretion of the relevant Committee. A fine of €300 will be also be payable, within one month of the sanction being issued by the Committee, from within the Clubs or Societies own funds.
4. In the case of a fourth offence in any academic year, recognition as a Club or Society will be withdrawn.

Schedule 4

Sanctions for Breaches of this Policy by University Staff, Departments, Other Organisations within the University and External Bodies

University Staff and Students

Should an individual be found to be in breach of this policy a warning will be issued by the Facilities Manager, Buildings Office in the first instance highlighting that should a second infringement occur the University's Disciplinary Procedure will be invoked in the case of staff and the Code of Conduct for Students.

Departments & Other Organisations within the University

Where a department or other organisation within the University is in violation of this policy the matter will be brought to the attention of the Head of Department / Manager by the Facilities Manager, Buildings Office. If the infringement involves defacement of a legitimate poster then the Department or Organisation will be liable for the cost of replacing such posters together with the cost of any other damage caused.

Where a second breach occurs a fine, to be determined by the Buildings Office, will be imposed.

External bodies

Any external organisation that places unauthorised posters around the campus will have the posters removed and will receive a letter from the Facilities Manager of the Buildings Office to that effect. Where damages occur, the offending organisation will be liable to pay for the damage together with the cost of removal of the posters. The Buildings Office will determine the cost of such damage and removal of unauthorised posters.

Flagrant abuse can result in charges of trespass violations or littering as determined by the Buildings Office.