

For more information

Norris Events Planning and
Production Office
Third Floor, Norris University Center
847-491-2330
norris-center@northwestern.edu
www.northwestern.edu/norris

Outdoor events process
www.outdoorevents.northwestern.edu

Norris Center for Student Involvement
Third Floor, Norris University Center
847-491-2350
campus-activities@northwestern.edu
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Assistant Director of University Housing
and Food Service
Room 132, Parkes Hall, 1870 Sheridan Road
847-491-2020
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Division of Student Affairs
Scott Hall, 601 University Place
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Campus Publicity Policies and Procedures

Division of Student Affairs



**NORTHWESTERN
UNIVERSITY**

The **flyers** and **advertisements** on campus bulletin boards, the **banners** that hang between the trees by the Arch, and the **messages** painted on the Rock are important indicators of the vitality of campus life here at Northwestern. There is much to see and do.

Effective advertising is critical to the success of campus activities. Student groups and University departments are encouraged to publicize and promote their activities to the University community and, in doing so, to exercise good judgment. Civility and respect are key community values.

The following policies and procedures, revised and approved in July 2005, should guide publicity efforts on campus. They were developed and are continually reviewed by committees composed of students, faculty, staff, and administrators. These committees include the Campus Publicity Committee, the Norris Center Advisory Board, the Dining Services Advisory Board, and others. They considered community values and needs and sought to balance campus culture with aesthetics, effectiveness and efficiency with cost.

Banners

- * Only members of recognized organizations of the Northwestern community are allowed to display banners on campus.
- * Alcohol may not be mentioned or depicted on banners.
- * Norris Events Planning and Production Office is responsible for banner space in three locations: east of the Arch, in front of the Technological Institute, and in front of Sargent Hall. The Office of the Dean in the Technological Institute is responsible for banner space inside Tech. The Multicultural Center and African American Student Affairs are responsible for banner space on the porches of the houses at 1936 and 1914 Sheridan Road. In all locations, banners must identify the sponsoring student(s) and/or organization(s).
- * Individuals or groups must obtain a reservation from the Norris Events Planning and Production Office (third floor, Norris, 847-491-2330) before displaying a banner at the Arch, in front of the Technological Institute, or in front of Sargent Hall. Reservations will be made on a first-come, first-served basis. Only one banner space may be reserved at each location per event. Banner space may be reserved for one week, i.e., from 8 a.m. Monday through 8 p.m. Sunday.
- * Norris staff review banners and reservations twice a week. Any banner put up without a reservation will be discarded.
- * Student groups are responsible for removing banners within 24 hours of the event or on Sunday evening. Banners remaining after the event or past 8 p.m. Sunday will be discarded by Norris staff, and the group may be charged for removal of the banner.
- * There are currently seven sets of trees available to hang banners at the Arch and one banner space in front of Sargent Hall.
- * At the Arch, banners should be hung only between the trees along the archway. The trees are not numbered; banners should be hung at the first available set of trees coming in from the archway.
- * Banners may be hung only with cord, rope, or twine. Do not use wire, nails, or any other substance that could damage trees. Cutting wind holes in the banner will help keep it from being torn by the wind.

* Norris Center staff are not responsible for saving banners from any posting area. Hanging of banners is at the group's own risk.

* Individuals or groups wishing to hang a banner inside the Technological Institute should contact the Office of the Dean (847-491-5550).

* Student groups associated with the Multicultural Center (847-467-6200) or African American Student Affairs (847-491-3610) should contact the respective center for permission to hang a banner on its porch.

* Banners may not be hung from the exterior or draped from a window or doorway of any residence hall or residential college.

Bulletin boards and kiosks

* Only members of recognized organizations of the Northwestern community are allowed to post flyers on bulletin boards and kiosks on campus and inside campus buildings.

* Specific campus departments, including residence halls and residential colleges, maintain some of the bulletin boards inside campus buildings. Other bulletin boards are for general use. These bulletin boards and kiosks are to be used primarily to post information relating to campus events.

* Facilities Management personnel periodically remove loose or outdated notices from exterior bulletin boards and kiosks. Norris Center staff remove notices from boards and the building front entrance every Sunday night.

Posters, flyers, and other notices

* All posters, flyers, and other notices must clearly state the name(s) of the sponsoring student(s) and/or organization(s). They may be posted on bulletin boards and kiosks but not on walls, doors, windows, trees, lampposts, University signage, or traffic and street signs.

* All posted information (flyers/posters/e-mail/web information) must comply with all University policies. In particular, alcohol may not be mentioned or depicted in an event advertisement.

* See also "Chalking" and "Taping," page 4.

Posting in Norris University Center

* Norris Center offers student organizations and University departments opportunities to advertise their events at a general posting location near the main entrance.

* Flyers must be no larger than 11 inches by 17 inches and must clearly state the name(s) of the sponsoring organization(s) or department(s).

* There may be a maximum of five flyers per event per week.

* Flyers must be stamped at Norris Main Desk for approval to be hung. Flyers are stamped during normal operating hours by the attendant on duty.

* Flyers not stamped at Norris Main Desk will be removed. (Please note that stamping a flyer is for posting purposes only and does not signify approval of content.)

* Once stamped, flyers are posted by the sponsoring group in the posting area (fabric-covered wall) located on the stairway from the west main entrance to the ground level. Flyers may be posted with tape or push-pins; they should not be stapled.

* All flyers will be removed at closing Sunday evening. New flyers may be posted beginning Mondays at noon.

* The "Phenomena Board" located on the south wall of the west main vestibule is the posting location for general announcements of apartment rentals, personal items for sale, etc. It is not to be used for event postings.

* No other general postings are allowed inside Norris Center.

* No posting or chalking is allowed on the exterior entranceways to Norris Center.

* Violators of the posting policy will be fined and have their posting privileges suspended.

* Questions regarding posting policy in Norris Center should be directed to the Main Desk at 847-491-2300.

Leaflets and handbills

* Only members of recognized organizations of the Northwestern community will be allowed to distribute leaflets and handbills on campus. Leaflets must identify the sponsoring student(s) and/or organization(s).

* Permission to leaflet at the Rock or any other campus location must be obtained from the Norris Events Planning and Production Office.

* Leaflets and handbills may not be distributed in the residence halls/colleges.

Chalking

* Chalking is allowed only on campus sidewalks that are exposed to the elements, i.e., not under an overhang. It is not allowed on Crown Plaza or on walls, doors, windows, trees, or any other surfaces.

Taping

* Taping flyers is allowed only on campus sidewalks, and only masking or painter's tape may be used. Flyers must not be larger than 11 inches by 17 inches. Individuals and groups should be considerate of others who may want to advertise their events in the same area. Taping is not allowed on any non-sidewalk surfaces, including walls, doors, windows, trees, and lampposts.

* Taping flyers is not allowed on Crown Plaza.

* According to section 7-3-12 of the Evanston city ordinances, "It is unlawful for any person to place any sign on any sidewalk" along Sheridan Road. The city removes signs at violators' expense.

* Taping is not allowed under the overhangs at the west main and south ground entrances to Norris Center.

- * Only flyers may be taped on campus sidewalks. Individuals and groups may not use tape alone to spell out the name of their activity and/or organization.
- * Individuals and groups are expected to remove their flyers from campus sidewalks within five business days after the event being advertised.
- * Facilities Management staff will remove taped flyers on Mondays.

Painting

- * Painting any campus property other than the Rock, including any part of the sidewalks, trees, benches, and/or plaza around the Rock or the stone wall in front of it, is strictly prohibited.

Table tents in dining facilities

- * Only members of recognized organizations of the Northwestern community are allowed to publicize events using table tents in campus dining facilities (Allison, Foster-Walker, Elder, Willard, 1835 Hinman, Sargent, Tech Express, Lisa's Café, Crowe Café, Library Plaza Café, and Abbott Grand Marketplace). Permission must be obtained from the Office of the Assistant Director of University Housing and Food Service (Parkes Hall, room 312, 847-491-2020). Permits are also available on the web at www.northwestern.edu/nucuisine (click on "Forms and Permits").
- * Campus groups will be guaranteed reservation dates only after the table tent has been approved by the assistant director of University Housing and Food Service.
- * All materials must be submitted to the assistant director of University Housing and Food Service no later than five business days prior to the event.
- * Table tent space is reserved on a first-come, first-served basis.
- * Only one group may display table tents per day, and only one table tent per day may be displayed.
- * Advertisements may be reserved only for a period of one week per quarter per event.

- * Reservations may be made up to six months in advance. Contact the assistant director of University Housing and Food Service at 847-491-2020 to check availability.
- * Advertisements must be for campus events and not for commercial or political activities.
- * Table tents may be no larger than 4¼ inches by 5½ inches folded lengthwise.
- * All table tents must have the name of the sponsoring student group or University department.
- * Alcohol-related events on or off campus or advertisements featuring alcohol companies are permitted.
- * A copy of both an approved form and sample advertisement signed by the assistant director of University Housing and Food Service will be proof of authorization to advertise with the materials. This proof must be shown to the dining room managers before the table tents are placed in the dining units on the assigned dates.
- * One bulletin board is available near the entrance of each dining facility (except Foster-Walker, where one is available at each entrance) for posting flyers announcing campus events. To ensure equal representation, flyers may be no larger than 8½ inches by 11 inches. For a given event, one flyer is permitted per food service bulletin board per week. These bulletin boards are for campus events only; commercial and political advertisements are not allowed.

Table tents in Norris University Center

- * Only members of recognized organizations of the Northwestern community are allowed to publicize events using table tents in Norris Center. Permission must be obtained from the Norris Events Planning and Production Office.
- * Only one group may display table tents per day, and only one table tent per table may be displayed.
- * Table tents may be reserved for a period of one week per quarter per event.

* The use of table tents is intended to promote campus events only. Advertisement of commercial activities or off-campus events is prohibited.

Display boards and cases in Norris University Center

* There are 12 display boards located on the ground floor of Norris Center. They are permanently attached to walls and cannot be moved. They may be used by student groups and University departments only. They may be reserved through Norris Events Planning and Production Office (847-491-2330) for up to one week per quarter for a specific event or promotion.

Salespersons, distributors, solicitation, and drives

* All salespersons and solicitors, including canvassers, distributors, and students conducting charitable drives, must obtain permission from the Norris Events Planning and Production Office. Charitable drives may be held only with permission of that office. Nonstudent salespersons or solicitors will not receive such permission.

* Solicitation or sales within a specific University building may be conducted with the permission of the appropriate living unit officer or University staff member and/or Norris Events Planning and Production Office. Salespersons and solicitors must provide evidence of such permission upon request from any member of the University community. Any person without appropriate permission will be reported to University Police and asked to leave campus if permission is not obtained.

Solicitation at the Rock

* No vending or sales by commercial enterprises, whether student enterprises or not, are allowed at the Rock. A student organization may have a fundraiser at the Rock as long as a reservation is made online at www.outdoorevents.northwestern.edu and all appropriate policies are followed.

Solicitation in Norris University Center

* Recognized student groups and other University departments who wish to solicit within Norris Center must obtain permission from the Norris Events Planning and Production Office. Solicitation may take place only at reserved locations on the ground level. To protect the rights of patrons, distributions or solicitation is not allowed away from assigned space in other parts of Norris Center or outside of Norris Center.

* Patrons must initiate the conversation. Organizations should not approach patrons to hand out materials or petitions or to initiate conversations.

* Amplified sound (i.e., radios, TVs, etc.) is allowed only with permission of Norris administration.

Solicitation in campus living units and dining facilities

* The University does not permit door-to-door solicitation within University living units or buildings. Only members of recognized organizations of the Northwestern community are allowed to solicit in campus dining facilities (Allison, Foster-Walker, Elder, Willard, 1835 Hinman, and Sargent). Permission must be obtained from the Office of the Assistant Director of University Housing and Food Service. Permission will be granted under the following conditions:

* All arrangements are to be made between the student and the purchaser.

* The University is not represented by the licensee.

* The University does not endorse or guarantee the product or services.

* The University assumes no direct liability for the product or services or for the safety of the student or her/his product.

* The University exacts no fees.

* The University reserves the right of review and/or revocation for any reason.

* The University requires the student to carry this permit on his/her person while engaging in the described enterprise and to surrender it for examination upon request by any member of the University community.

* Due to Evanston health department regulations, no food or drink will be sold or distributed.

* A student representative of the organization must be present throughout the solicitation, including setup and/or cleanup of equipment, tables, chairs, etc.

* Only one solicitation is allowed per building per day.

* Solicitation approval may be given for a maximum period of seven days per quarter.

Outside sound amplification on University property

* Campus groups who wish to use projected or amplified sound anywhere on University property must request permission through the outdoor events process (www.outdoorevents.northwestern.edu). Requests must be in compliance with local and state ordinances.

* The city of Evanston requires a permit for amplified sound to be used and will approve sound permits only for events east of Sheridan Road.

* Note that no music or other projected or amplified sound is allowed at the Rock before 5 p.m. on weekdays except by petition through the outdoor events process.

Violations of campus publicity policies and procedures

* Complaints regarding students or student groups who violate the campus publicity policies and procedures will be referred to the director of the Center for Student Involvement. The director will resolve the matter administratively or refer the complaint to the University Hearing and Appeals System. Sanctions for violations may include but are not limited to fines or community service. For more information about the University's student disciplinary system, refer to www.northwestern.edu/handbook.