


General Publicity Guidelines

The following departments have collaborated to produce consistent publicity guidelines that will provide students and student groups equal access to campus resources, foster a more inclusive and safe community, and protect University property.

Student Union · Campus Life · Danforth University Center
Dining Services · Event Services · Facilities · Mail Services
Office of Student Activities · Olin Library · Residential Life · Greek Life
Facilities Planning and Management

What is Publicity?

- Publicity is the use of on-campus resources designed to communicate a message, either informational or promotional, to the University community.
-  This symbol is used to identify types of publicity that minimize the use of paper or other materials that cannot be reused.

Student Union Funding

- All publicity materials produced using Student Union funding or resources should have the name of the student organization, contact information, the title of event or promotion, and the date of event or promotion. They should also include the official Student Union logo, which can be found at <http://su.wustl.edu/resources/logo>. If the logo cannot be used, they should somehow indicate that Student Union funding or resources were used.

Publicity Content

- Publicity materials may not promote the use of drugs or alcohol. They should not contain material that offends or excludes people on account of their race, ethnicity, age, religion, sex, disability, sexual orientation or gender identity.

Publicity Locations

- All publicity materials posted or distributed in school or department buildings must be approved by the appropriate dean, building manager, or designee.

Publicity Violations

- Students violating any of the following publicity guidelines may be fined or face judicial sanction based on the extent of the violation. Student Union recognized student groups may be fined or temporarily lose certain publicity rights.

Butcher Paper Banners

Butcher paper banners are large paper banners hung in the Danforth University Center and Mallinckrodt Center.

Event Services (events@wustl.edu)

Leslie Heusted, Assistant Director of Marketing and Programming in D.U.C.
(leslie.heusted@wustl.edu)

- Butcher paper banners may only be hung using blue painter's tape.
- Butcher paper banners should be used in conjunction with an event or promotion. Although they may be hung from reserved tables and stairway balconies during events or promotions, they should not be hung from walls or other balconies at any time.

 **Chalking**

Talc stick chalk must be used on designated walkways on the Danforth Campus and the South 40.

Student Union (su@su.wustl.edu)

Campus Life (osaleadership@wustl.edu)

Mary Elliott, Associate Director of Residential Life (melliott@wustl.edu)

Virginia Toliver, Associate Dean of University Libraries (vtoliver@wustl.edu)

- No more than one chalk advertisement promoting the event or promotion should be placed within 20 feet of another chalk advertisement promoting the same event or promotion. They should not be placed on top of existing advertisements.
- Chalk advertisements may not be placed under covered surfaces such as arcades and archways as well as other covered sidewalks where they cannot be washed away by rain. They may not be placed upon walls or trees.
- Chalk advertisements may not be placed upon the planters outside of the Danforth University Center, the concrete wall leading up to Edison Theatre, the limestone sidewalks on the South 40 or any other raised limestone surfaces, or the plaza outside Olin Library. They also may not be placed on memorials, statues, or benches.
- Chalk advertisements must only be produced with talc stick chalk. They may not be produced with spray chalk.
- Placing chalk advertisements on vehicles is prohibited.

 **DUC Chalk Walls**

Reservable chalk walls are located outside of the Fun Room in the Danforth University Center.

Student Union (su@su.wustl.edu)

- Twelve spaces may be reserved through Event Services (http://www.eventservices.wustl.edu/forms/general/general_request.php). Other non-reservable "free speech" walls may also be used.
- Chalk wall advertisements may be reserved two weeks before an event or promotion. Seven days must pass after a student organization's reservation before it may reserve another space on the chalk wall.
- Reservations for two spaces on the chalk wall may be granted to student organizations sponsoring week-long events or promotions or co-sponsoring events or promotions with other student organizations.
- All non-current chalk advertisements will be removed.
- Use of any adhesives is prohibited.

 **DUC TV**

DUC TV is reservable advertisement space on the television monitors inside the Danforth University Center and Olin Library.

DUC TV (ductv@wustl.edu)

- DUC TV advertisements should be designed as a PowerPoint slide or .jpg image.
- DUC TV advertisements must be submitted to ductv@wustl.edu. They are subject to the approval of the Danforth University Center staff.
- DUC TV advertisements should not run more than two weeks prior to the event or promotion.
- All non-current DUC TV advertisements will be removed.

- DUC TV advertisements are available to schools, departments, and Student Union recognized student groups.
- Advertisements submitted to DUC TV will be made available for use by Olin Library and Whispers Café.

Fliers and Posters

Fliers and posters are paper materials affixed to designated bulletin boards on the Danforth Campus.

Student Union (su@su.wustl.edu)

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Mary Elliott, Associate Director of Residential Life (melliott@wustl.edu)

Virginia Toliver, Associate Dean of University Libraries (vtoliver@wustl.edu)

- Fliers and posters may be posted on the designated bulletin boards in the Danforth University Center, the Ridgley Arcade, the kiosk in Bowles Plaza, or the glass display case outside of Mallinckrodt Center. This case may be reserved through the Student Union business managers.
- Fliers and posters may be posted using tacks or staples on designated bulletin boards. Tacks are available on the designated bulletin boards in the Danforth University Center.
- Fliers and posters may not be printed on paper exceeding the size of 11" x 17".
- Fliers and posters may be posted in proper areas using blue painter's tape on other surfaces.
- No more than one flyer or poster may be posted on a single bulletin board. They may not be posted on top of other fliers or posters. If events or promotions advertised on them have passed, students may remove them and put up new fliers or posters in their place.
- Indoor postings: may not be posted in restrooms, on painted surfaces, glass, windows, doors, floors, or ceilings.
- Outdoor postings: fliers and posters may not be posted on trees, lamp posts, sidewalks, walls, doors, or windows outside of buildings. They may not be placed on cars.
- Fliers and posters may not be posted on Residential College Director (RCD) or Residential Advisor (RA) bulletin boards. Fliers and posters posted in residence halls and distributed by Residential Advisors must be approved by Residential Life. Verbal permission should be given before posting fliers and posters on bulletin boards immediately outside of dorm rooms.
- Fliers and posters may not be posted in Olin Library except when reserved as part of an educational display case.
- Fliers and posters should not be posted more than two weeks before the event or promotion.
- All non-current fliers will be removed.
- Fliers and posters may not be distributed by door-to-door solicitation or passed under doorways.

Leaflets

Leaflets are paper materials, including quarter sheets, half sheets, and brochures, distributed person to person on the Danforth Campus and through campus mail.

Student Union (su@su.wustl.edu)

Campus Life (osaleadership@wustl.edu)

Mary Elliott, Associate Director of Residential Life (melliott@wustl.edu)

Virginia Toliver, Associate Dean of University Libraries (vtoliver@wustl.edu)

Peggy Smith, Manager of Mail Services (peggy_smith@wustl.edu)

- Leaflets may be distributed two weeks before the event or promotion. Leaflets featuring calendars of events or promotions may be distributed at any time.
- Leaflets to be distributed through campus mail may not be printed on paper exceeding the size of 3" x 5" to fit inside mailboxes.

- Leaflets should not be distributed by door-to-door solicitation or put under doorways. They may not be distributed at the Bunny or the Underpass. They may not be placed on cars. They may not be distributed in the foyer of Olin Library or outside in the plaza.
- Leaflets distributed by Student Union recognized student groups through campus mail must be approved by Mail Services. A fee is charged for distributing leaflets through campus mail.

Oak Walk Publicity

Oak Walk banners are large vinyl banners hung on designated posts along the Oak Walk.

Event Services (events@wustl.edu)

- Oak Walk banners may be reserved for two weeks. Thirty days must pass after a student organization's reservation before it may reserve another banner.
- Oak Walk banners may be reserved through Event Services (http://www.eventservices.wustl.edu/forms/general/general_request.php).
- For more information about the specifications for Oak Walk banners, please visit http://eventservices.wustl.edu/docs/banner_specs.pdf.
- Oak Walk trees may be reserved for ribbons through Event Services (http://www.eventservices.wustl.edu/forms/general/general_request.php).
- Advertisements utilizing trees or other items staked into the ground should be pre-approved by Event Services and Facilities.

Underpass Painting

The Underpass is located between the Danforth Campus and the South 40 underneath Forsyth. It includes several reservable spaces and shapes.

Student Union (su@su.wustl.edu)

- Underpass sections may be reserved for one week. Seven days must pass after a student organization's reservation before it may reserve another space on the underpass.
- Reservations for two spaces on the Underpass may be granted to student organizations sponsoring week-long events or promotions or co-sponsoring events or promotions with other student organizations.
- Only Underpass sections may be produced using paint.
- Underpass sections may not include painting the ceiling of the underpass, lights, lamp posts, sidewalks, or steps.
- Supplies used during Underpass sections must be returned to the Women's Building and cleaned in the paint sink.

Table Tents

Reservable table tents are on tables in the Danforth University Center, Bear's Bakery and Grill, Hiltop, Northern Bites, Ursa's, West Campus Café, South Forty House, and the Village.

Dining Services (diningservices@wustl.edu)

- Reservation of the table tents as well as receiving an application is coordinated through Laura Struckfuss, Campus Box 1103 or laura.streckfuss@wustl.edu
- Applications must be completed and returned to Laura Streckfuss at least one week in advance.
- Approvals will only be granted for events or activities sponsored by a University School or Department, or a Student Union Recognized group.

- Table tents must be designed to fit on paper the size of 8 ½" x 3 ½". An example of which must be submitted with the application at least one week in advance. They are subject to the approval of Dining Services.
- The name of the sponsoring organization must appear on the advertisement.
- Copies of the table tent (cut to size) should be delivered to Dining Services the Wednesday prior to the Monday they have reserved display space.
- Table tents will be placed by Dining Services and displayed Monday-Sunday.

Tabling

Reservable tables are located in the Danforth University Center, the Edison Family Courtyard, Mallinckrodt Center, and various locations in the residential areas.

Mary Elliott, Associate Director of Residential Life (melliott@wustl.edu)
Event Services (events@wustl.edu)

- Six tables in the Danforth University Center, four tables in the Edison Family Courtyard, and four half-tables in Mallinckrodt Center may be reserved through Event Services (http://www.eventservices.wustl.edu/forms/general/general_request.php).
- Tables may be reserved for one week. Thirty days must pass after a student organization tables before it may reserve another table.
- Tables on the South 40 may be reserved through Residential Life via Karla Aikens (karla_aikens@wustl.edu) and tables on the Northside may be reserved through Residential Life via Debbra Turner (debbra_turner@wustl.edu) or at: <http://reslife.wustl.edu/>
- Table locations are determined by building management.
- Table signage can only be affixed using blue painter's tape.
- Mascots should be escorted by guides to help ensure their safety.
- Only commercially prepared and packaged food and drink may be distributed, and food and drink may only be distributed from reserved tables. For more information, please see "Food Distribution in the Danforth University Center" below.

Food Distribution/Catering in Premier Spaces on campus.

To comply with the St. Louis County Health Department and the St. Louis County Fire Department codes, the following policy was created.

Dining Services (diningservices@wustl.edu)
Event Services (events@wustl.edu)
Leslie Heusted, Director of the Danforth University Center
(leslie.heusted@wustl.edu)

The following information pertains to the Danforth University Center and other spaces reserved and managed by the Event Services Department.

Catering Restrictions

1. Bon Appetit catering is required for The Orchid Room in the Danforth University Center, Holmes Lounge and Women's Building Formal Lounge
2. All other locations in the building are open to outside caterers.

Food Distribution Restrictions

All food served in the Danforth University Center or at vendor tables must be commercially prepared and packaged or be provided by a contracted caterer.

- 1) Danforth University, Edison Family Courtyard, and Mallinckrodt vendor tables may be reserved through the Event Services web site at eventservices@wustl.edu.

- 2) If groups will be distributing food, it should be pre- packaged or commercially prepared.
- 3) Unless contracted through a catering company, food requiring heat for cooking or warming may not be distributed. Only room temperature and cold foods may be distributed.
- 4) Groups distributing food must wear gloves and place food on plates or in boxes. The North Information Desk in the Danforth University Center has a supply of latex gloves.
- 5) DUC Management, Event Services or Washington University Dining Services reserves the right to halt food distribution if these guidelines are not followed.