

RIT Center for Campus Life Posting Procedures for Advertisement and Announcements

i. Rationale

This document outlines guidelines that communicate a sense of order regarding how posters, fliers and other printed media should be posted. The guidelines in this document refer primarily to student organizations who wish to post flyers or other marketing materials in the Student Alumni Union and Campus Center. Other locations on campus may have their own specific posting guidelines (see pages 7-12 of this document).

The following guidelines are designed to allow organizations to creatively advertise events on campus while protecting the safety of our students and ensuring the appropriate use of space. Postings that are not in compliance with these guidelines are not permitted and will be removed and the sponsoring individual/organization will be notified. Further, all postings at RIT must adhere to all RIT university policies including C. 10 and the C.11 Policy on the Freedom of Speech and Expression that went into effect July 1, 2018. See <http://www.rit.edu/academicaffairs/policiesmanual/> for completed documents. Additionally, these guidelines are written to protect against the defacing of university property and alleviate damage to buildings, signage, trees, artwork and other parts of the University. The guidelines will also reinforce community expectations regarding fire codes and cleanliness as well as accountability for student organizations that sponsor events. The Center for Campus Life **does not** endorse the content of the advertisement or the programs or services that a posting promotes.

All postings in the Student Alumni Union and Campus Center must go through the proper process and be stamped (see Page 7 under Student Alumni Union and Campus Center, "Other Information"). Postings must contain all information that is relevant to the event (as described in section iii on Page 2). Postings must also be consistent with the principles and values espoused by the University. The content of postings must adhere to New York State laws and cannot be libelous, violate copyright and trademark law or contain any material that is inconsistent with other RIT policies, including but not limited to the Honor Code (P03.0), Core Values (P04.0), Policy Prohibiting Discrimination and Harassment (C06.0), the Student Code of Conduct (D18.0) and Student Gender-Based and Sexual Misconduct Policy-Title IX (D.19.0). Any promotion of illegal substances or activity will not be approved.

The Center for Campus Life reserves the right to make decisions regarding the approval of what is to be posted. The Center for Campus Life is not responsible for any damage to or theft of postings or displays.

This document serves as a working document and is subject to change based on campus policies and needs. Additionally, this document will be reviewed at least every two years during the spring semester with implementation of changes in the next academic year.

Information External to the Division of Student Affairs but Internal to the University

Academic postings related to class projects and any other student based projects can be reviewed on a case by case basis by uploading a request through our CampusGroups process at <http://cglink.me/s12112>. In addition, the professor/instructor will need to forward a note verifying the posting is related to a class assignment.

Information External to the University

Business and commercial postings are not permitted without prior approval and may also be uploaded to <http://cglink.me/s12112> for review. In order to maintain the integrity of these posting guidelines, all outside vendors, businesses and organizations must receive approval of all written material prior to its posting and be stamped or it will be removed from these premises.

ii. Type of Postings

Type	Materials	Measurements
Fliers	Cloth, Paper	8.5" x 11"
Posters	Cloth, Paper	11" x 17"
Banners	Cloth, Paper, Vinyl	2' x3' to 6' x 9' maximum
General or Large Advertisements (Not advertising a specific event)	Cloth, Paper, Gaffer Tape, Plastic Table Cloths	6' x 6' maximum
Sandwich Boards	Constructed Plywood, Fiberglass	2.4' x 8' maximum Sheet of plywood joined at top with hinges
Table Tents & Napkin Dispensers	Heavy Weight Paper	Not to exceed approximately 8.5" x 3" on one side

iii. Requirements for all advertisements

- a. Name of sponsoring person or group
- b. Date of event (if applicable)
- c. Time of event
- d. Theme of event (if applicable)
- e. Location of event

iv. Posting Materials

- a. Permitted hanging materials:
 - i. Thumb tacks (on bulletin boards)

- ii. Painter's tape (available for check-out at the Campus Center Welcome Desk)
- iii. Gaffer tape (Outdoors, or on brick/concrete walls)

b. Not permitted:

- i. Duct tape
- ii. Masking tape
- iii. Packing tape
- iv. Double faced mounting tape
- v. Glue
- vi. Staples
- vii. Nails
- viii. Use of any tape on glass, tabletops, drywall, or ground

v. Chalking

a. Chalking for the purpose of advertising may occur:

- i. Chalk is permitted on paved ground in permitted areas, highlighted below, ONLY and where the rain will wash chalk residue away.
- ii. Locations where chalk is permitted (see map below):
 1. Sidewalks on the residence hall side of campus
 2. The Quarter Mile EAST of the Student Alumni Union
 3. Brick sidewalk leading to the entrance of the Student Alumni Union by the Simone Circle, or on the brick that serves as part of the Sentinel structure
 4. Ground of the bridge between the August Center and the Campus Center, not on the vertical walls

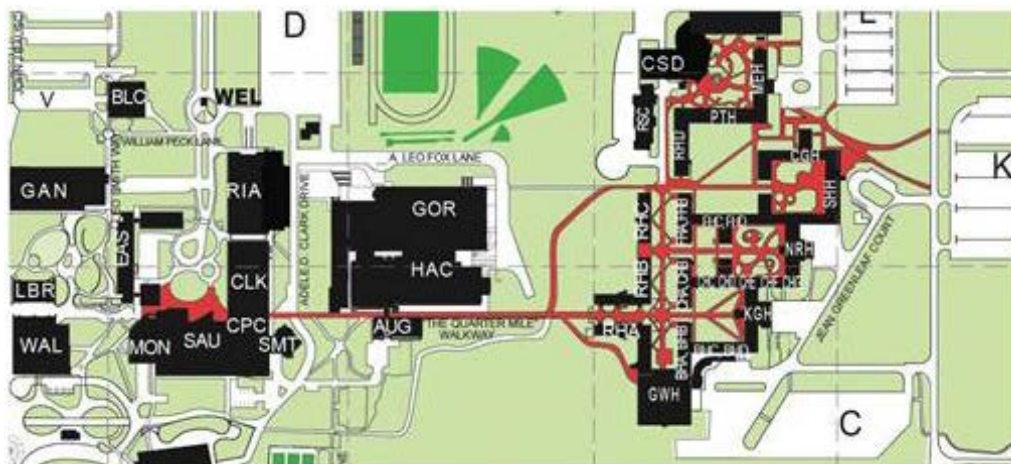
b. No chalk is permitted on vertical surfaces, building exteriors, brick walls, dry wall, next to statues, artwork, tables, trees or other organic surfaces, or immediately west of the Tiger Statue and Kodak Quad

c. No chalk is permitted on the ground or walls in the covered area between the Clark Gym and the Campus Center

d. Only water soluble chalk may be used. No spray chalk is permitted

e. Chalk may not be sprayed or coated by any other substance in order to preserve chalk (i.e. hairspray, enamel)

f. Groups found in violation will be contacted to remove the chalk or billed for FMS services to remove the chalk



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vi. Rock Painting

- a. Rock painting is permitted ONLY on the official “paintable” rocks, as indicated on the map below.
- b. The painting of other rocks on campus is NOT permitted.
- c. The official “paintable” rocks can be painted; however, the ground under them, and the pathways and walkways near them may NOT be painted.
- d. Violations of these rock painting procedures will be addressed as outlined in Section xii: Non-Compliance with Posting Procedure Guidelines.

The location of the official paintable rocks are marked with red Xs below:



Locations of the paintable rocks

vii. Where NOT to post

- a. No posting on or over other posters
- b. No posting on glass, light poles/fixtures, mailboxes, pre-existing campus signage, artwork, statues, benches, stairs, or on murals in the residence halls
- c. The top of any poster, flier, or artwork cannot be higher than 6 feet from the ground
- d. Only University banners are permitted on the diagonal wall leading to the main entrance of the SAU
- e. Gordon Field House and Activities Center
- f. Schmitt Interfaith Center
- g. East wall of Clark Gym facing the residence halls
- h. Mezzanine (upper) level of the SAU (this includes the stairs leading up to the mezzanine)
- i. No posting on the first floor wall near the staircase leading to the mezzanine level of the SAU
- j. No posting on Ben and Jerry's
- k. No posting fliers or posters on the walls of the bridge between the August Center and the Campus Center

- l. Student doors in the residence hall or on apartment doors
- m. Glass in the Grace Watson Lobby, Campus Center, SAU, or any other facility
- n. No signage may be posted at any entrance to the campus without special permission from Facilities Management Services. This includes professional and hand-made signage.
- o. No hand-lettered signs are allowed on Andrews and Lomb Memorial Drives

viii. Sandwich Boards

- a. Locations for sandwich board placement:
 - i. Outside of the Student Alumni Union and Campus Center on the Quarter Mile
 - ii. Infinity Quad (Science/Engineering/Arts and Printing academic quad)
 - iii. Entrance to Gracie's
 - iv. Entrances to the residential quads
- b. Sandwich boards are available for checkout from the Welcome Desk in the Campus Center to be used in or outside of the SAU and/or Campus Center ONLY

ix. Large Signage, Including Gaffer Tape Signage

- a. **The top of all posting materials cannot be higher than 6 feet from the ground**
- b. Large signage may be hung in these locations:
 - i. Exterior walls between the Clark Gym and Campus Center
 - ii. Right
 - iii. Western external side of the main entrance to the SAU (opposite of the diagonal wall)
 - iv. East Wall of the SAU, adjacent to the handicap entrance to the SAU
- c. Non-Permitted Areas:
 - i. Eastman Hall and other academic buildings
 - ii. Outside of Residence halls
 - iii. Dining Facilities
 - iv. Left side of the main entrance to the SAU (diagonal wall)
 - v. East wall of Clark Gym facing the residence halls
- d. Requests for signage in areas that are otherwise not considered permissible may be requested but must be approved before posting can occur.

x. Alcohol Policy

- a. Events that intend to have alcohol for sale must advertise in compliance with NY state regulations and RIT's alcohol policy C15.0.
- b. Events are NOT permitted to emphasize the presence of alcohol and must state that a valid ID showing proof of age is necessary to purchase alcohol
- c. Advertising will not contain the logos and/or brands of alcohol, drink specials or prices of alcohol

xi. Posting and Removal

- a. Excessive posting by the same student organization in a concentrated area will result in some of those fliers or posters being removed and the sponsoring individual/organization will be notified. Example of excessive posting would be to have more than four 8.5x11 fliers or two 11x17 posters

indoors or outdoors or more than the same number of postings in a row for the same event will be considered excessive posting. Excessive posting will be handled by Carol J. Reed, Senior Associate Director for Campus Life, or her designee.

- b. All advertisements should be removed by the organization after the event. Failure to do so will result in removal by facility staff.
- c. General advertisements with no specified date should be removed after one month. Additionally, all postings will be removed at the end of each semester.
- d. Removal of another organization's poster or signage is prohibited. Only the sponsoring organization, Campus Life Staff, or Facilities Management Services is permitted to remove signage.

xii. Non-Compliance with Posting Procedure Guidelines

- a. Individuals or organizations failing to comply with posting procedure guidelines may jeopardize future posting privileges. Individuals or organizations failing to comply may also be liable for damage and/or clean-up costs if any are incurred. Posted materials which are not in compliance with the regulations will be removed by the Center for Campus Life staff. The sponsoring individual/organization may be notified.

<p>Outside Posting for the SAU, Campus Center, Clark Gym Exterior</p>	<p>The tops of posters cannot be higher than six (6) feet from the ground.</p> <p>In these areas, gaffer tape or blue painter's tape only are permitted.</p> <p>Recommended Number of Fliers</p> <ul style="list-style-type: none"> • In this whole area a maximum of 10 posters/fliers is allowed. <p>Posting is permitted in these locations:</p> <ul style="list-style-type: none"> • Breezeway between Clark Gym and Campus Center <p>The right, west wall as you enter the Student Alumni Union front doors, opposite of the diagonal wall</p>
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**Inside Posting
for the Student
Alumni Union
and Campus
Center**

Permitted Areas:

- Walls in the Student Alumni Union (SAU):
- Large wall by Nathan's and the stairwell from the main level to the basement (A level) with no more than 4 fliers or 2 posters on one wall
- Designated bulletin boards
- Banners may be hung on the east wall (on pulleys) by CCL Staff
- Concrete walls where display cases 4-9 are located

Non-Permitted Areas:

- Mezzanine (upper) level of SAU
- Ben and Jerry's
- First floor wall with directory signage to the mezzanine level and including the staircase
- First floor between the display cases and under the clock, across from Nathan's
- Fliers, posters and banners may NOT be taped to the ground, hand rails or stairs.
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***Prior permission to post must be received by location manager in order to advertise in Dining Service Facilities**

Suggested Number of Fliers in Each Area Per Event:

- SAU – 30 posters or fliers
- Campus Center – 12 posters or fliers
- Outside – 8 posters or fliers
- Suggested total = 50 posters or fliers

Other Information:

Organization designs/postings/advertisements/etc. need to be approved by the Clubs and Events Staff. All poster and purchase designs can be uploaded to CampusGroups for approval:

<http://cglink.me/s10813>

If groups wish to post any of the approved materials in the SAU and/or Campus Center, once the poster/flier design has been approved by the Clubs and Events staff, the group must bring all copies that they're planning to post, as well as the email confirming the design has been approved, to the Welcome Center Desk on the first floor in the Campus Center. The Welcome Center Attendant will stamp each flier/poster before it can be hung. **Any fliers without the CCL stamp will be removed, regardless of whether the design has been approved.**

All other student organizations, faculty/staff/departments or individual students enrolled in an academic program that want to post related to a project with their class can upload their postings for approval to CamusGroups <http://cglink.me/s12112>.

RITreat Lounge	On concrete surfaces only. Table tents may be used in this area without prior permission.
POSTING IN OTHER RIT UNIVERSITY AREAS	
Academic Areas	Most academic buildings have bulletin boards designated for hanging of fliers (i.e., College of Engineering, College of Liberal Arts, and College of Imaging Arts and Sciences). We suggest that you contact the Dean’s office to determine which boards or stairwells are appropriate for signage in each academic area.
Wallace Library	Advertisements for bulletin boards in the Wallace Library must be approved and stamped at the Circulation Desk.
Student Life Center	<p>The following list describes the required criteria for postings in the SLC: The Center for Recreational Sports and Wellness Education advertisements are automatically approved and the “Tiger Approved” stamp is not required.</p> <ul style="list-style-type: none"> ● Other advertisements must receive prior approval from the SLC Main Office as depicted by the “Tiger Approved” stamp. ● Non-RIT advertisements may be approved on a case-by-case basis, but they are not typically approved. ● Non Recreation and Wellness advertisements must include: <ul style="list-style-type: none"> ○ Name of organization, club, or RIT college ○ Date, time, location of program ● They will accept up to 4 posters. ● Designated posting space includes the SLC mobile board, Cage bulletin board and the M/W locker room display cases. ● Posters or fliers must be affixed with thumbtacks or pushpins— not glue, staples or tape. ● Posters or fliers must be limited to one per bulletin board per event. ● Posters or fliers may not be placed on interior or exterior walls, floors, doors or windows. ● Materials will be removed after the event takes place.
University Arenas	<p>No posting is allowed in any of the University Arenas. This includes the Frank Ritter Ice Arena, Gordon Field House, and the Gene Polisseni Center.</p> <p>For any questions or further inquiries about posting within these spaces, contact Jordan Steffan (585-475-3980 or jordan.steffan@rit.edu).</p>

<p>RIT Bus Shelters</p>	<p>Recommended sizes include: 8.5" x 11" to 2' x 2'. No duct tape or masking tape. Use gaffer or blue painter's tape.</p> <p>Posting is allowed on the inside and with gaffer or painter's tape ONLY.</p>
<p>CSD Student Development Center (SDC)</p>	<p>Important Information:</p> <ul style="list-style-type: none"> • Advertisements and banners for the SDC must be approved and stamped at the front desk in the NTID Student Life Team office (SDC 1200). • Non-RIT/NTID advertisements may be approved on a case-by-case basis, but they are not typically approved. • We will accept up to 6 posters • SLT Staff will post approved materials. • Banners, posters and fliers must be affixed with blue scotch tape only – not staples, clear tape, duct tape, glue, pushpins, or thumbtacks. • Materials will be removed after the event takes place. • Advertisements and banners posted in the SDC that have not been approved and stamped will be removed. <p>Permitted Areas:</p> <ul style="list-style-type: none"> • Designated bulletin boards • Banners may be hung on the second floor circular balcony railing by SLT Staff <p>Non-Permitted Areas:</p> <ul style="list-style-type: none"> • Fliers and posters cannot be posted on hand railings, walls, or furniture, and they may not be taped to the ground or stairs. <p>Please contact the Student Life Team with any questions or concerns regarding posters or posting procedures for the CSD Student Development Center:</p> <ul style="list-style-type: none"> • Email: studentlifeteam@rit.edu • Phone/VP: (585) 286-4629 • Office Location: SDC 1200

<p>Residence Hall Locations</p>	
<p>Residence Hall Side of Campus and On-Campus Apartments</p>	<p>Chalk can be used on the ground.</p> <p>Gaffer tape, duct-tape, and chalk are not permitted on any vertical surface in residential areas.</p> <p>Up to 120 fliers and posters can be delivered to the Center for Residence Life Service Desk in Kate Gleason Residence Hall (35-1052) for distribution to all residential communities.</p>

Residence Hall Tunnels	<p>Posting in the residence hall tunnels is permitted in designated areas only. This includes bulletin boards, laundry rooms, outside of the Corner Store, and other labeled posting areas.</p> <p>Posting over murals is not permitted.</p>
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Non-RIT Materials	
Non-RIT Materials	<p>Postings from outside of RIT can be uploaded to CampusGroups for approval through http://cglink.me/s12112</p>

Tips for Posting

- Display screen advertisements (LCD), paper banners for hanging in the SAU, social media advertising, table tents, breezeway advertising, window painting, and other artwork can be requested through the Center for Campus Life Art Request Form (<https://campuslife.rit.edu/app/art-request>).

Contact the Center for Campus Life, Welcome Center Desk at (585) 475-6991 should you have any questions.