

# Arkansas State University - Jonesboro

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**Effective Date: 07/01/93**

**Number: 04-02**

**Section: Facilities and Services**

**Subject: Facilities - Promotional Signage**

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## **I. Campus Signs, Posters, and Promotional Materials**

Arkansas State University-Jonesboro encourages and supports the widespread promotion of all sanctioned campus events and activities as a vital part of a thriving University community.

At the same time, the University recognizes that an attractive physical environment is critical to the overall advancement of the University.

Therefore, it is essential that printed posters, signs, notices and other materials disseminated on campus be in good taste and posted in a manner that does not detract from the physical appearance of the campus or damage building surfaces.

To ensure maximum publicity for events, while maintaining campus integrity, the following guidelines will apply:

1. All notices and printed materials must carry the name of the organization responsible for distribution, the last event date being promoted, and the date of printing of the notice. Organizations are responsible for notices or printed materials bearing the names of individuals identified thereon as officers or members of the organization.
2. Bulletin boards shall be available in academic buildings on campus and may be used for posting publicity materials approved by the department or college responsible for maintaining the bulletin board. Written publicity and messages should not remain up later than 24 hours after an event.
3. To avoid stains on buildings and difficulty of removal, chalk should not be used for marking on building surfaces. White chalk or non-permanent colored chalk may only be used on concrete horizontal sidewalk surfaces.
4. Posters and signs should not be taped on glass or affixed to wall surfaces not specifically designated as bulletin boards. Such practices may result in unsightly tape marks, peeled paint or irreparable holes in building surfaces.
5. Outdoor posters and signs should be prepared with waterproof materials to avoid illegibility, paint stains, and other problems in the event of rain. Only laminated or other weather resistant material may be posted on exterior message kiosks.
6. The placement of flyers on automobile windshields is prohibited.

7. Posters and other promotional materials prepared for Student Government Association elections shall also be subject to the guidelines issued by the Student Government Association Office for this special purpose.
8. Campus groups wishing to post promotional materials in the Jonesboro area should exercise courtesy and should be aware that many establishments have specific policies regarding posting of promotional materials. In cases where community bulletin boards are not provided, permission should be obtained from the establishment prior to posting any materials.
9. Signs penetrating the surface of the ground must have utility locate prior to installation (ex: SGA election signs, etc.). Contact Facilities Management for assistance.

## **II. Marquees, Message Boards, and Signs**

### Convocation Center Marquee

Sponsors of Convocation Center events may use the Convocation Center marquee, in conjunction with the sponsored events, provided that use of the marquee in no way conflicts with any University policy. General regulations are as follows:

1. The marquee may be used by the sponsor of a Convocation Center event one day prior to and on the day of an event.
2. Use of the marquee for additional days other than those outlined in "1" above must be mutually beneficial both to the sponsor and the Convocation Center as determined by the Convocation Center director. Additional days will be charged according to rates posted at the director's office with the following exceptions:
  - a. Academic and athletic departments are not charged for additional days' usage, not to exceed 7 days.
  - b. In addition to the day prior to and the day of an event, commercial users may use the marquee five additional days prior to the event at established rates.
  - c. Generally, Convocation Center event sponsors are not permitted to place messages on the marquee in direct competition with the permanent sponsors of the marquee with the following exception: Sponsors of an event held at the Convocation Center may place competitive messages on the marquee according to the usage guidelines outlined in No. 1.
  - d. The Convocation Center director is responsible for determining availability and use of the marquee.

### Freestanding Message Boards and Signs

With prior approval of the Office of Student Organizations, temporary free-standing publicity and directional signs may be used, provided they are displayed not more than one week in advance of the event being promoted. Free standing signs are not permitted for on-going or repetitively scheduled activities over multiple weeks and

months. Flashing signs and similar commercial-type signs and marquees are not to be used on campus.

The right to distribute notices and printed materials or to use signs, marquees and message boards shall not extend to libelous, scurrilous or personally defamatory statements. Neither shall this right extend to materials encouraging and promoting violations of the public place nor any University regulation.

**Under no conditions or circumstances may a flashing arrow or rental marquee sign be placed on campus.**

All message boards and free-standing publicity and directional signs must be removed within 24 hours after an event.

All political signage attempting to influence an election outcome concerning a candidate or issue is prohibited, except in areas immediately adjacent to a polling place (and placed in accordance with electioneering law) on the day of the election.

All permanent signage and physical changes of any kind, for exterior locations must be approved by the ASU Buildings, Grounds, and Facilities Committee.

Public Art displays must be approved in accordance with the ASU Policy 09FA-37.

Reviewed on 05/30/13.