Campus Publicity Guidelines for Student Organizations
Updated: 8/6/2017

This document has been established to give MSUM recognized student organizations guidelines for the distribution and display of posters, literature, and advertising on campus. Freedom of speech is encouraged, assuming compliance with established University policies when applicable (see Freedom of Speech Campus Policy). Before posting, we encourage you to speak to the respective building/department administrative offices to ensure compliance with their respective policies/procedures.

As these guidelines are not all encompassing and can change throughout the year, additional resources, forms, and information can be found on the “Advertising Opportunities” page on the Office of Student Activities website - www.mnstate.edu/osaa/Advertising.aspx. We encourage you to utilize this page as a source of current information about the various policies and procedures.

If you have questions or need help, stop by the Office of Student Activities in CMU 113.

General Information:
The source of any publicity information and the name of the organization must be stated on all posters or other printed materials. The organization, organization advisor, and individual students participating are held responsible to ensure there is no justified complaint on the grounds of obscenity or libel.

- All campus publicity must comply with the Title IX, Equal Opportunity, and the Alcohol and Other Drug Policy (see Student Handbook for more information).
- Materials posted must be connected with the activities of the recognized student organization. The name of the student organization must appear on the posted ad.
- Posted materials may not advertise profit-making goods or services, such as restaurants, bars, or commercial services, unless it is connected to the purposes and activities of the student organization. You need prior approval from the Office of Student Activities regarding any fundraising activities to ensure you are in compliance with the applicable policies and procedures. Prior approval is required from the Organization Advisor as well.
- Posted materials are to be placed on bulletin boards only. Thumbtacks are preferred to attach materials to bulletin boards. Please promptly remove materials after an event has occurred. No publicity or literature is allowed in restrooms, on doors, windows, trees, poles, benches, bike racks, garbage receptacles, or other such structures.
- Certain bulletin boards are reserved for the use of specific departments, programs or University organizations. The presence of a sign with the name of the department, program or organization is the indicator that neither the general campus community, nor outside groups or person may place materials on these boards. Exception to this policy, may be granted by the specific departments, programs or University organizations.
- Any verbal publicity should follow the guidelines of the Freedom of Speech policy and any applicable department/building solicitation policies (i.e. Residence Hall Solicitation policy).
- All organizations distributing publicity are responsible for cleaning up any resulting litter.
- Placement of any publicity outdoors on campus (such as can stands, lawn signs, and sandwich boards) or exceptions to the above must be approved in advance by Facilities and Grounds in the Physical Plant or Vice President for Administration and Finance.
- Special regulations regarding distribution of literature for Student Senate election candidates are available on the Student Senate website.

Use of University Logos and University Name:
It is prohibited to display signage, whether located on- or off-campus or electronically, exhibiting MSUM symbols or branding that do not adhere to the MSUM Visual Identity and Graphic Standards (www.mnstate.edu/marketing/). This includes the name “Minnesota State University Moorhead,” the initials “MSUM”, the University “M” logo, the “Dragon” athletic logo, and the athletic mascot (name and image). Printing of said items on promotional items, such as t-shirts,
needs to be done through a MSUM approved vendor and also follow the MSUM Visual Identity and Graphic Standards. This section also includes electronic display on websites and social media sites.

New for 2017-2018, recognized student organizations can use the Dragon Athletics logo on promotional items such as t-shirts, when granted permission ahead of time. Contact the Office of Student Activities for more information.

Please contact the Office of Student Activities, Marketing and Communications Department, or Dragon Athletics prior to using or ordering items to ensure the University name or logo is being used appropriately. Unauthorized or inappropriate use of the logos or University name will result in the removal of said items.

**Residence Halls and Kise Commons Tabling:**
Any posting of advertising materials must be approved and posted by authorized University Housing and Residential Life staff only. The stuffing of apartment and residence hall mailboxes is permitted only by on campus offices or organizations with approval. Please bring all posters, mailbox stuffers, and other items to the Department of Housing and Residential Life in Ballard Hall 120 for approval and distribution. Items found not approved or posted by non-Housing and Residential Life staff will be removed. Specific applicable guidelines and poster count numbers can be found at [www.mnstate.edu/osa/advertising.aspx](http://www.mnstate.edu/osa/advertising.aspx).

Reservations, guidelines, and approval to table outside Kise Commons go through the Department of Housing and Residential Life in Ballard Hall 120. You can submit a tabling request through VirtualEMS. For questions and more information, call 218-477-2118 or email housing@mnstate.edu.

**Kise Commons and MSUM Dining Services:**
Requests to advertise within Kise Commons or advertise through Dining Services Napkin Holders should be directed to the MSUM Dining Services office located between the entrance to Kise and the public restrooms. Applicable guidelines and forms can be found at [www.mnstate.edu/osa/advertising.aspx](http://www.mnstate.edu/osa/advertising.aspx).

**Nemzek Hall:**
Requests to advertise within Nemzek Hall should be directed to the Athletic office.

**Wellness Center:**
Requests to advertise within the Wellness Center should be directed to the Wellness Center.

**Academic Buildings:**
Special requests to advertise within the Academic Buildings should be directed to the respective department or college main office. Special or unique requests can also be directed to the Scheduling Services in the Physical Plant or Vice President for Finance and Administration Office.

**Outdoor Special Requests:**
Placement of any publicity outdoors on campus (such as can stands, lawn signs, and sandwich boards) must be approved in advance by Facilities and Grounds in the Physical Plant or Vice President for Administration and Finance.

**Floor Signage:**
Floor signage can be arranged through the Marketing and Communications department in Grier Hall. Reservations for floor signage need to be made through Virtual EMS. Floor signage can be up for a maximum of three weeks.

**Comstock Memorial Union:**
For specific information related to the CMU, please see [http://www.mnstate.edu/cmu/reserve-plan/policies.aspx](http://www.mnstate.edu/cmu/reserve-plan/policies.aspx) or stop by the CMU Administration Office, CMU 222.

*Publicity for MSUM or Tri-College events:* Advertising in the Comstock Memorial Union is primarily limited to MSUM or Tri-College events. Events must be sponsored by a recognized MSUM or Tri-college campus group, organization,
department, student or faculty and are limited to those activities open to the student body and those having some
direct relationship to the educational purpose of MSUM. Advertising that results in personal financial gain are not
permissible. The only exception to this rule is for an event being held in the Comstock Memorial Union. Special
informational and directional signs may be posted the day of the event after coordination with the Event Services Office.
All advertising will be removed and disposed of within 24 hours after the event.

There are two locations (corridor by the first floor Food Court and corridor by room 222) in Comstock Memorial Union in
which poster/displays may be used to advertise events. Posters must be approved at the Student Union Administration
Office. There is a limit of one 11”x17” or smaller poster per board per event regardless of the number of sponsoring
organizations. Posters shall be approved for no more than a three week period unless approved by the CMU Director.
These locations are available on a first-come, first-served basis to student organizations and departments.

*All banners and oversized posters need to be approved by the Student Union Administration Office prior to display.*
Banners may only be placed on the wooden railings above the Main Lounge. There is a limit of one banner per event
regardless of the number of sponsoring organizations. Horizontal banners and oversized posters shall be no larger than
3’x7’. Vertical banners and oversized posters shall be no larger than 5’x3’. Banners shall be approved for no more than
a three week period unless approved by the CMU Director. A one-week waiting period shall exist between repeat
displays of banners. These locations are available on a first-come, first-served basis to student organizations and
departments.

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*CMU Floor Decal Policy:*  
There are several hallway locations that can be scheduled for floor decal marketing for campus sponsored events. 
Reservations for floor decal space need to be made through the CMU Administration Office, CMU 222 or on VirtualEMS. 
The locations are reserved on a first come, first served basis and may be reserved up to one year in advance. Sponsoring
organizations can reserve up to 2 spots for a length of 3 weeks per ad. Sponsoring organizations can ask for a second 3-
week period for a second ad. Decals should be placed and removed by the sponsor. The CMU will remove by end date
for a small fee if sponsor does not remove it.

To have a floor decal produced or for questions about placing floor decals in other buildings on campus, please contact
the Marketing & Communications Department: [http://www.mnstate.edu/marketing/](http://www.mnstate.edu/marketing/), Phone: 218.477.2110, Email: marketingteam@mnstate.edu, Location: Grier Hall.

*CMU Student Organization Tabling:*  
Sales and approved solicitation by recognized student organizations are restricted to the designated tableing
locations in the CMU. The organization utilizing the table must clearly print the organization’s name to identify they
are sponsoring the event. All advertising must fall within MSUM campus policies.

- Sales: recognized organizations on campus will be permitted to sell items that are not in competition with
merchandise on sale in the CMU. No sales will be for personal profit.
- All equipment shall be reserved through CMU Event Services and should be placed as to not impair normal
traffic flow.
- Video or audio promotion must directly promote specific events sponsored by the organization.
- Equipment cords and extension cords shall be out of the way of any traffic and/or taped to the floor or wall.
- Any music, lecture, advertisement, etc., that is being electronically displayed will only be allowed to continue if
the volume is at a reasonable level. Reasonable is defined as "conversational within a six foot radius of the
   table."
• Any student organization desiring to reserve table space for the distribution of materials only (un-staffed) must schedule through CMU Event Services.
• An organization must display identification on their scheduled table.

**Dragon Digest and Student News & Announcements**
On a weekday basis, the University sends out e-mail announcements through Dragon Digest (for faculty and staff) and Student News & Announcements (for students). To submit announcements, one needs to fill out the Dragon Digest Submission form located at https://news.mnstate.edu/submission/. For more submission guideline information, please see http://www.mnstate.edu/osa/Advertising.aspx. For questions, contact Marketing and Communications in Grier Hall.

**Digital Signage**
There are multiple digital signage monitors located throughout campus. Student organizations can submit electronic advertising to be included through the Marketing and Communications Department. For more information related to the submission process and size and file requirements, please see http://www.mnstate.edu/osa/Advertising.aspx.

**Associated University Policies:**
See http://www.mnstate.edu/policies/a-z.aspx and click on:
• Bulletin Board, Advertising, Graffiti, and Publicity Policy
• Chalking Policy
• Facilities and Space Use Policy
• Outdoor Sound Amplification Policy
• University Signage Policy