WCSA Promotion/Marketing Policies

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Banner Policies

To reserve a banner space in Wilson Commons please submit a request using the online Banner Request Form. All banner requests must be submitted at least five business days prior to the start of the requested reservation date. Reservations are made on a first-come, first-served basis. An email will be sent to the individual who submitted the initial request either approving or denying the request depending on if it can be accommodated. Please be aware that organizations are not guaranteed banner space.

Organizations can have pre-made banners hung or they can paint a banner in Wilson Commons. There are only nine banner spaces available on the Havens Lounge Bridge. Wilson Commons Student Activities (WCSA) reserves the right to determine the placement of banners. At staff discretion, additional space may be used for hanging banners.

Reservation Length and Restrictions

A banner reservation lasts up to eight days per organization/per event. To ensure equal and fair access to hang banners, organizations cannot schedule consecutive banner reservation periods nor have more than one banner reservation at a time.

A banner must be brought to the Common Connection the day before the reservation begins. At the conclusion of the reservation period, the reserving organization has one week to pick up the banners at the Common Connection.

WCSA is not responsible for banners after the reservation has expired.

Banner Dimensions and Creation

Banners are to be no wider than five feet across and no more than eight feet long. Banners are typically hung by cutting two holes in the top of the banner. Due to the chance of ripping, paper banners are not accepted.

Banners can be painted/made in Wilson Commons by reserving the designated area in the Hirst Lounge after 8 p.m. Reservations are on a first-come, first-served basis.

Plastic sheets must be used underneath the banner materials to avoid paint spilling and staining the brick. Plastic sheets are provided by WCSA at the Common Connection. Only water-soluble paints/materials can be used. Spray paints, oil-based paints, and permanent markers cannot be used.

Student organizations are responsible for the cleanup and re-setting of the area used for making banners. If additional cleanup is required, the student organization responsible may incur
charges. Please do not use bathrooms for cleanup. See the Campus Center building manager for appropriate brush cleaning locations.

Organizations are not permitted to hang their own banners. Pre-made or finished, dry banners can be brought to Common Connection in Wilson Commons, room 201. Once dropped off, banners will be hung within 24 hours of your reservation's start time.

**Chalking Policy**

Chalking is allowed on the River Campus sidewalks to promote University-affiliated activities or events.

Chalking is prohibited on the following surfaces:

# Any vertical surfaces, including walls, sides of buildings/stairways, and stairs
# Under any awning or other structure that could potentially obstruct rain from washing the chalk away (e.g., the area under the awning at Susan B. Anthony Halls, balconies, etc.)
# Any brick surfaces, horizontal or vertical, including pavers, stairs, and the Wilson Commons porch
# Any street surface (e.g., Intercampus Drive, Wilson Boulevard, etc.)

Spray chalk is not allowed to be used on any surface. Chalking may be removed at any time based at the discretion of the grounds crew and in accordance with their cleaning schedule.

Students are encouraged to ensure that the content of the chalking adheres to the Communal Principles.

Student organizations should talk to their primary advisor if they have any questions about this policy.

**Display Case Policy**

To reserve the display case in Wilson Commons, please submit a request using the online Display Case Form at least five business days prior to the start of the requested reservation date. Reservations are made on a first-come, first-served basis. An email will be sent to the individual who submitted the initial request either approving or denying the
request depending on if it can be accommodated. Please be aware that organizations are not
guaranteed display case space.

On the first day of the reservation period, the organization/department must come to Common
Connection to sign out the case key. The key must be returned after the items are put in place
and cannot be kept during the reservation period.

Items can be affixed to the back wall using thumbtacks or pushpins. These are NOT provided
by Wilson Commons Student Activities (WCSA). Display items can be set in the bottom of
the case. Scotch tape can be used to string items through the case. No other kind of tape is
permitted. Approval for other kinds of adhesives or display techniques must be approved by
the Associate Director of Student Life Operations.

All displays must clearly state the sponsoring organization/department and a statement of
purpose for the project. Student organization displays must be approved by the organization’s
advisor before they are hung.

All display items must be removed by 8 p.m. on the last day of the reservation period. WCSA
is not responsible for display items that are not removed by the end of reservation period.

Expression Wall Policy

To reserve the expression wall in Wilson Commons or the expression wall in Douglass
Commons, please submit a request using the online Expression Wall Form at least five
business days before the start of the requested reservation date. Reservations are made on a
first-come, first-served basis. An email will be sent to the individual who submitted the initial
request either approving or denying the request depending on if it can be accommodated.
Please be aware that organizations are not guaranteed expression wall space.

Items cannot be directly affixed to the wall. Clips are available for sign-out at the Common
Connection in Wilson Commons to hang items from the wire. If the clips are not returned, the
organization or department will be charged $2 per clip.

All displays must clearly state the sponsoring organization/department and a statement of
purpose for the project. Student organization displays must be approved by the organization’s
advisor before they are hung.

The expression wall has a wire that is 15 feet horizontally and can accommodate up to five
feet vertically.

Wilson Commons Student Activities (WCSA) is not responsible for loss or damage to the
items used in the display.
All display items must be removed by 8 p.m. on the last day of the reservation period. WCSA is not responsible for display items that are not removed by the end of the reservation period.

**Posting Policy**

Wilson Commons Student Activities (WCSA) encourages student organizations to post fliers and posters on bulletin boards to notify other students of upcoming events and meetings. WCSA is responsible for the administration and maintenance of all bulletin boards in all Student Life Spaces (i.e. Wilson Commons, Frederick Douglass Commons, Genesee Hall public space, and Spurrier) and reserves the right to clear the bulletin boards at any time.

No Posting is allowed in the bridge between Wilson Commons and Douglass Commons or in the tunnel between Douglass Commons and Rush Rhees Library at any time.

**General Posting Guidelines on Campus**

Areas like the clock tower, painted walls in buildings, and glass on windows and doors are sensitive to adhesive and other materials used to hang posters, which can damage these surfaces. If your organization or department is found posting in such areas and damage occurs when removing postings, a fee may occur to repair the damage.

No posting is allowed in the bridge between Wilson Commons and Douglass Commons or the tunnel between Douglass Commons and Rush Rhees Library at any time.

If you have any questions about posting around campus, please talk with your advisor.

**Bulletin Board Policies**

WCSA can assist in posting fliers and posters in Wilson Commons, Douglass Commons, and the public space in Genesee Hall. Student organizations and departments who wish to have their program fliers and posters hung on the various bulletin boards and in glass cases should bring up to eight (8) copies, only four (4) of which can be over the size of 8.5x11", of their poster to the Common Connecton in Wilson Commons, room 201. WCSA will only hang posters for University-sponsored events. Approved posters will be posted on a space-available basis at up to eight (8) locations between the three (3) buildings. Only one (1) set of posters will be accepted per event. Dated posters will be cleared daily. If there is no specific date on the posters they may come down for periods of time to make room for date specific postings and they will be taken down a month after the posting date.
WCSA—Controlled Access Bulletin Board Locations

**Wilson Commons:**

- # Common Connection Information Desk
- # Bulletin board outside of Common Connection
- # Bulletin board on third floor
- # Glass cases in the tunnel from the third floor

**Douglass Commons:**

- # Bulletin board on the third floor
- # Bulletin board on the fourth floor

**Genesee Hall:**

- # Two bulletin boards on the third floor

**Open Bulletin Boards—General Posting**

These designated boards are open for anyone to hang posters. Only **one poster per event is allowed.** Multiple posters will be removed. Posters covering other posters will be removed. Posters hung on borders will be removed. Posters must be stapled in all four corners or they will be removed.

Open bulletin boards will be cleared every Monday.

**Locations**

**Wilson Commons**

- # First floor—Kiosk around circular stairs
- # Second floor—Around kiosk near main entrance (all sides except the one facing the Common Connection)
- # Third floor—Bulletin board on left side of tunnel across from the glass cases

**Douglass**

- # Third floor—on back side of fireplace wall
- # Fourth floor—on wall opposite the stairs
Spurrier

# Ground floor—in hall across from G11

**Day-Of Event Signage**

On the day of the event, you can hang signs to direct participants to your event so long as:

# The event is being held in a student life building (ie. Wilson Commons, Douglass Commons, genesee Hall public space, or Spurrier)

# Signs are not posted on any painted surfaces

# You remove all signs after the event (your organization may be charged a fee if signs are not removed)

This is the only time information can be posted on glass doors or brick surfaces and can only be hung using blue painters tape.

WCSA does have **arrow signs** that can be placed around the building to direct people to events.

Organizations in violation of any sections of this policy may incur costs for the removal of their materials.

**Posting in Residence Halls**

Advertising is strictly limited to bulletin boards in residence hall areas. Postings are not allowed on doors, windows, bathroom mirrors, floors, rugs, or in elevators or stairwells. Organizations are also not allowed to slide advertising under student room doors.

Promotional material for recognized student organizations, approved student programs, and campaign posters can be posted on residence hall bulletin boards unless the board is specifically designated for a particular use (e.g., the board reserved for Hall Council information).

When posting on bulletin boards, only one advertisement per bulletin board is allowed. Organizations cannot cover up other ads when posting their own advertisement. Approved ways of hanging posters and fliers include staples, thumb tacks, and blue masking tape. **Do not use** duct tape, regular masking tape, or packing tape.

Promotional literature posted on any surface other than bulletin boards will be removed by the residential life staff.
Commercial advertising is not permitted in any residence hall building. These advertisements will be removed by the residential life staff.

Questions

If you have any questions regarding these policies, please contact the Associate Director of Student Life Operations.