

## Section 15

### Appendix I to Title H Student Group Publicity Policy

#### General Rules:

- a) All posters only to be affixed with blue tack and not pins of sellotape
- b) No posters are to be placed on glass or woodwork
- c) Publicity may only be placed on an external wall with permission of the University.
- d) Flyposting by standing societies, Societies or associations is not acceptable.
- e) If publicising in the local community due to regard for litter/flyers should be taken.

#### Publicity in Halls:

- a) That halls each have different guidelines for publicity and that each hall should be contacted directly to ask permission to publicise in the hall  
[hallname@bugs.bahm.ac.uk](mailto:hallname@bugs.bahm.ac.uk).

#### Publicity in Departments:

- b) That societies, standing societies and associations should always ask permission from the relevant department before distributing publicity in that area.

#### Publicity involving external venues/clubs/bars:

- a) That the aim of publicity of an event by a society, standing society or an association is to promote the society and its activities and not the venue it is being held at. As such the emphasis in publicity should be on the group and not the venue e.g.

#### **POGO CLUB EVENT**

At the .....Bar.

- b) That if a venue or club has sponsored an event then it is acceptable for that group to advertise that venue on the material relevant to that sponsorship, but that the advertising is relative to the money the society had gained and permission for that sponsorship has been agreed by the VPSA.
- c) That it is not acceptable for a society, standing society or association to promote a club or external venue per se. Thus the name or logo of a venue should not be the focus of the publicity, e.g.

#### **WEDNESDAY AT THE ... BAR**

BUGS pogo club

And that such advertising is against the spirit of the society recognition guidelines which state that 'The society's objectives do not threaten the financial status of the Guild'.

- d) That putting up posters for external club nights or venues by societies, standing societies and associations is not acceptable and any such posters on Guild premises should be removed.
- e) That even if the society, standing society or association gets a cut of ticket sales if this has not been authorized by the VPSA via contracted sponsorship deal they are in effect acting as promoters for the club which is not acceptable and is an abuse of the societies position.
- f) That individuals cannot abuse their position as a committee member to make personnel funds through acting as club promoter through their society, all such deals must be carried out via formal sponsorship deals agreed by the VPSA and the society. An individual should not profit from such agreements.
- g) That groups should charge all companies sponsorship rates based the current market rate which is currently as attached.

## Format

1. Posters/Notices on Student Group's own noticeboard
  - No rules of format
2. Posters (produced by or for a Student Group) in the Guild but not on Student Group's noticeboard
  - Must include full Student Group name
  - Must include Guild logo
  - Must be stamped by VPSA, VPIA or President, or handed in to the Marketing Department to be put up. Limit of 6 A4 posters (or equivalent) per Student Group, subject to the discretion of the VPSA, VPIA or President
3. Posters (produced by or for a Student Group) outside of the Guild
  - Must include full Student Group name
  - Must include Guild logo
  - Must not be put up on external walls and surfaces including trees
  - Student Group should seek approval from the relevant University department or Hall President before putting up posters in their building
4. Flyers (produced by or for a Student Group)
  - Must include full Student Group name
  - Must include Guild logo
5. Posters/Flyers produced by external bodies
  - No rules of format, but Student Group will take responsibility for the content of any such publicity distributed
6. No stickers may be used without prior express permission from the Executive Committee

## Content

1. No images shall be used on general publicity that are inappropriate for their location or context
  - For example, graphic images, including those depicting war scenes and death, would be deemed inappropriate for posters on general display within the Guild building. Such images might be included within appropriate information leaflets, but only where the reader might reasonably be expected to find such images, and has been forewarned so. Such images would not be appropriate for a flyer that advertised an event, for example
2. Publicity distributed by Student Groups shall not contain derogatory remarks toward any religion, race, nationality, gender, sexual orientation, disability or age
3. Any statements stated as fact must be qualified, with details of the source
4. Any unqualified statements must be stated clearly as beliefs, and by whom
5. If a Student Group is distributing publicity in a language other than English, a full English translation must be submitted to the Vice President (Student Activities and Development) prior to distribution
6. Rules of the content of publicity also apply to non-printed media, such as Student Group websites