

Draft policy on advertising allowed on campus at DCU

Introduction

This document aims to set out the basic principles for the advertising of goods or services on the campus at DCU, where such advertising is being undertaken for commercial reasons as part of DCU's commercialisation strategy. It is therefore aimed at regulating advertising by third parties on the campus and does not apply to advertising by internal entities such as shops, bars etc located on the campus, unless such advertising material is located in places other than the premises in question. It does not apply to advertising of university events and functions, including advertisements or notices by student societies.

The advertising media covered by this document include but are not restricted to the following:

- Billboards and signs
- Printed material such as mouse mats and refill pad covers
- Handouts and flyers
- Advertising in DCU publications
- Campus radio stations
- Direct applications such as murals and clean stencilling
- Internet and DCU Website
- Electronic notice boards and TV screens

Where it is proposed to use billboards, electronic billboards or large posters on walls or similar sites, the President will consult the Executive before authorising such sites for advertising.

Principles

No advertising material of any kind shall be allowed on campus without the prior agreement of the President, on the advice of the Secretary or Director of Estates.

The President shall consult the Executive if s/he believes the proposed advertisement raises issues of principle. The university shall be shown the full contents of any proposed advertising and reserves the right to reject or edit any advertising material from any source. The general guidelines for any advertising material proposed for display or dissemination on campus are as follows:

- Advertising of alcohol or tobacco, directly or indirectly, will not be allowed.
- Advertisements should not promote unhealthy activities or lifestyles.
- Advertisements that promote healthy lifestyles will be encouraged.
- Advertisements that relate specifically to students and young adults will be encouraged.
- Political advertisements will not be allowed.
- Religious advertisements will not be allowed.
- Advertisements that are adjudged to be unsuitable, offensive or otherwise inappropriate by the President, having consulted the Executive, will not be allowed.

Where the President is of the view that a proposed advertiser is not appropriate for ethical reasons (other than the ones listed above), s/he shall consult the Executive before deciding the case.

All approvals to advertise (in any of the ways listed above) will be notified to the Executive by way of a quarterly list.

January 2009