

Advertising Policy

Summary

Columbus State University advertising policy is concerned with use of images of institutional constituents at CSU sponsored events and advertisement of non-CSU activities by community members.

Purpose

The purpose of this document is to describe the advertising policy as it relates to the use of images of institutional constituents at CSU sponsored events and advertisement of non-CSU activities by community members.

Policy

Use of Likeness for Promotional Purposes

Columbus State University reserves the right to photograph and/or videotape students, faculty, staff and guests while on university property, during university-sponsored events or during activities where they are representing the university. These images and audio may be used by Columbus State University for promotional purposes, including use in university magazines, newspapers, press releases, booklets, brochures, pamphlets, newsletters, advertisements, the university website and associated sites, and other promotional materials.

Distribution of Advertising Material, Propaganda, and the Like

Columbus State University does not endorse or sponsor campaigns, movements, drives, or the printed or duplicated materials used for persuading a desired opinion and/ or action. The exchange, sale, giving for a consideration, bartering, or solicitation of gifts or donations is prohibited by an individual, group of individuals, company or corporation not authorized by the Vice President for Business and Finance. For additional information, please refer to the section entitled Policies listed previously in this handbook.

Posting of Notices and Care of Bulletin Boards

Materials placed on campus bulletin boards or cork strips should be arranged neatly. Permission should be secured from the appropriate administrative office within the area of the building where the posting is desired. No posting should occur on glass doors in such a manner as to obscure vision. Using paint or other materials that may permanently deface a building is prohibited.

Related USG Policy

10.2.2 Institutional Publications

Last Update

2016-17 Student Handbook

Responsible Authority

University Relations