



## **Publicity & Solicitation Guidelines**

### **Summary**

These guidelines provide for the use of university space or property to advertise, promote, distribute, or sell any goods, services, activities, programs, or printed materials. These guidelines apply to any individual, organization, group, or administrative department who wishes to solicit and/or post or distribute printed materials.

Interpretation of these guidelines will be made by the Manager of Student Media. Student Media, or appropriate designee, reserves the right to remove and/or restrict any publicity or solicitation activity that doesn't adhere to this policy.

### **Freedom of Speech/Expressive Activity Statement**

Tarleton State University property is primarily dedicated to academic, student life and administrative functions. It also represents the "marketplace of ideas," and especially for students, many areas of campus represent a public forum for speech and expressive activities.

Tarleton State University shall not consider the content or viewpoint of the expression or the possible reaction to that expression in applying this policy. Tarleton State University shall not impose restrictions on students, student organizations, or University employees due to the content or viewpoint of their expression or the possible reaction to that expression.

No event or Expressive Activity shall be permitted to violate or hinder the rights of others within the campus community and should adhere to this policy in its entirety.

Tarleton State University does not assume any obligation or responsibility for the content of statements or materials distributed.

### **Section 1: Solicitation & Tabling**

For the purpose of these guidelines, solicitation is defined as any person, organization, or department requiring space to promote, advertise, distribute, or sell on Tarleton State University property. Violation of these guidelines could result in the loss of reserved space or the loss of space reservation privileges.

#### **1.1 General Guidelines**

Any solicitation, as defined by this policy, must:

- not block access to campus buildings or offices.
- not obstruct vehicular or pedestrian traffic.
- not constitute unlawful activity.
- not create a clear and present threat to public safety.
- not take place in a location that has been previously reserved by another individual or group.
- not disrupt the conduct of University business, including educational instruction, due to excessive noise.

## **1.2 Distribution of Printed Materials**

Individuals, organizations, or departments wishing to distribute printed materials must adhere to Section 1 of this policy in its entirety and must:

- ensure distribution of printed materials is done in person. At least one person must be present to distribute the printed materials. Any printed materials left unattended will be discarded.
- pick up any printed materials dropped on the ground around the distribution area.
- follow guidelines set forth in Section 2 of this policy if printed materials will be posted or displayed anywhere on campus other than the area reserved/designated for solicitation.

## **1.3 Reserving Space**

Space for solicitation purposes is available inside the Barry B. Thompson Student Center and various outdoor spaces. Any individual or group wishing to solicit must request a reservation in advance.

### **1.3.1 Student Organizations**

Any student organization that is recognized through the Lance Zimmerman Department of Student Involvement, Spirit, Tradition, and Family Relations office, should make all space reservation requests through TexanSync by completing the Event Request Form at least 10 business days in advance. For more information, contact the Lance Zimmerman Department of Student Involvement, Spirit, Tradition, and Family Relations office at 254-968-9490 or Thompson Student Center Room 105. Student Organizations are also responsible for adhering to any additional policies, guidelines and/or regulations as outlined in the [Recognized Student Organization Handbook](#).

### **1.3.2 Individuals, Departments, and Non-Recognized Student Organizations**

Any individual, department, or non-recognized student organization or group, should make space reservation requests through Campus Operations Event Services at least 5 business days in advance. For more information, contact Event Services at 254-968-5345 or Barry B. Thompson Student Center, Room 12.

## **1.4 Designated Solicitation Areas**

Space for solicitation purposes is available inside the Barry B. Thompson Student Center and various outdoor spaces. Certain areas may require additional approval.

### **1.4.1 Barry B. Thompson Student Center**

Individuals and groups can request space inside the Barry B. Thompson Student Center main areas. The student center allows for up to six reserved spaces per day and they are available on a first-come, first-serve basis. A 5-ft table and two chairs will be provided.

### **1.4.2 Outdoor Areas**

Individuals and groups can request designated outdoor space for solicitation purposes. Requestors must follow all guidelines outlined in this section and must:

- Not set up a table larger than 6-ft in length;
- Not take up space larger than 10-sq.-ft.;
- Not block paths for pedestrians or golf cart traffic;
- Not be located in the following locations:
  - Alumni Plaza
  - Walkway between Traditions North and South
  - Heritage Park
  - Trogdon House
  - Administration Mall areas (north and south side of Administration Bldg.)
  - Welcome Center

- Rudder Way and Texan Trace pedestrian walkways (with the exception of areas between Fine Arts and Thompson Student Center, and Lamar Johanson Science Building and Thompson Student Center)

### 1.4.3 Other Locations

Following review by Campus Operations Event Services, a location not listed in this policy will require additional approval by the building's facility manager, college dean, or appropriate designee.

## Section 2: Publicity

For the purpose of these guidelines, *publicity* is defined as any printed materials intended to be posted and/or displayed on Tarleton State University property. This includes but is not limited to, flyers, posters, banners, sandwich board/A-frame signs, and yard signs. Violation of this policy could result in the removal or confiscation of such materials.

### 2.1 General Guidelines

Any publicity or solicitation, as defined by this policy, must:

- be reviewed and approved by Student Media prior to display or distribution. Additional approval may be required depending on the type or location;
- not advertise or promote the use of alcohol, tobacco, firearms, or illegal substances;
- not promote discriminatory, subversive, or unlawful behavior;
- not be posted using nails, glues, staple guns, or tape;

Additionally, the use of paints, whitewash, ink or similar materials on any University property, including sidewalks, is prohibited. No holes may be dug on campus in an attempt to display publicity or advertising.

The use of any Tarleton State University trademark logo or name on publicity must adhere to the [University's Graphic Identity Standards](#) and may require additional approval by the University before being displayed or distributed.

### 2.2 Flyers, Posters, and Handbills

All flyers, posters, and handbills must meet the above *General Guidelines* outlined in Section 2.1 and be stamped by Student Media or appropriate designee prior to being displayed or distributed. Exceptions include signs made by the TTS/TTP, cheerleaders, students running for elective office within the Tarleton Student Government Association or building signage (permanent or temporary) created and/or approved by the respective facility manager. Flyers and posters must:

- Be approved and stamped by Student Media at The Source (see section 2.2.1).
- not be larger than 11 inches by 17 inches;
- not be posted more than 14 days prior to the event;
- be removed within 72 hours after the event date;
- not be posted longer than 30 days (for non event-based publicity);
- include the name of the sponsoring individual, organization, or department.
- Include contact information for the sponsoring individual, organization, or department. Contact information is defined as a phone number or email address.
- be posted only on designated bulletin boards or kiosks, displaying no more than 2 flyers or posters per location;
- not be placed on
 

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|---------------------------|-----------------------------------|
| ○ trash cans              | ○ vehicles on university property |
| ○ trees                   | ○ flag poles                      |
| ○ doors                   | ○ bathrooms                       |
| ○ windows or glass walls  | ○ elevators                       |
| ○ indoor or outdoor walls | ○ Hunewell Bandstand              |
| ○ telephone poles         | ○ benches                         |
| ○ light poles             |                                   |

### **2.2.1 Process for Approval**

Approval to post flyers, posters, and handbills can be reviewed and stamped through Student Media at The Source by using one of the following submission methods:

1. Submit the request via email to [thesource@tarleton.edu](mailto:thesource@tarleton.edu). The flyer or poster should be attached in pdf, jpg, or png file format. Requests can also be submitted in person at The Source in room 201 of the Barry B. Thompson Student Center by bringing one printed copy of the flyer or poster for review.
2. Requests will be reviewed by Student Media. An approval or denial will be emailed to the requestor within two business days of receiving the request.
3. If approved, the requestor will then need to bring all printed copies of the flyer or poster to The Source in room 201 of the Thompson Student Center along with a copy of the approval email. The requestor will then be able to self-stamp their printed materials and begin posting to designated areas around campus.
4. Digital stamp option: Once the flyer or poster has been approved, the requestor can email the file to [thesource@tarleton.edu](mailto:thesource@tarleton.edu) to obtain a “digital stamp” on the publication prior to printing. Accepted file types include pdf, jpg, psd, ai, eps, or png. The file will be returned to the requestor with the affixed stamp as a pdf within two business days of the request. The file can then be printed and posted to the designated areas around campus.

Allow at up to 2 business days for the review and stamping process. Any materials created by The Source staff can be automatically stamped when requested.

### **2.2.2 Posting in Residence Halls**

Following review by Student Media, any requests to distribute or post publicity materials within the residence halls must be disseminated by Residence Life. Placement of publicity materials is limited to common spaces. Exceptions may exist if approved through the Development Office as part of a publicity package.

### **2.2.3 Posting in the Campus Recreation Center**

Following review by Student Media, any requests to distribute or post publicity materials within the Campus Recreation Center must be approved by the Director of Campus Recreation or designee. Campus Recreation administration will determine the placement of any publicity materials.

### **2.2.4 Posting in Academic Buildings**

Following review by Student Media, any requests to distribute or post publicity materials within academic buildings may require additional approval by the building’s facility manager, college dean, or appropriate designee. Placement of publicity materials may be limited to specific areas or bulletin boards within the each facility.

## **2.3 Banners**

Banners must meet the above *General Guidelines* outlined in Section 2.1. Banner space may be reserved both inside and outside of the Barry B. Thompson Student Center. Requests to display a banner should be made to Student Media at The Source located in Room 201 of the Barry B. Thompson Student Center. Banners must:

- not exceed 8 feet by 3 feet;
- have grommets;
- be installed using black bungee cords;
- not be displayed for longer than 14 days (unless otherwise approved for a longer time period).

Banners will be removed after 14 days and stored at The Source office. The requestor must retrieve the banner within 2 weeks of being removed or it may be discarded.

### **Additional Banner Space**

**Residence Halls:** Requests to display banners inside of residence halls must be approved by Residence Life or the facility's Residential Hall Director.

**Dining Hall:** Requests to display banners inside of the Dining Hall must be approved by Dining Services, located on the second floor of the Dining Hall.

**Other Buildings:** Permission must be sought from the building's facility manager before displaying any type of banner inside or outside of the building. Contact Student Media for assistance. The Trogon House and Administration Building are prohibited.

### **2.4 Sandwich Boards, A-frames**

Sandwich boards/ A-frames, must meet the above *General Guidelines* and be approved by Student Media prior to display. Outdoor displays may only be placed in designated areas and must:

- not exceed 2.5 feet wide by 4 feet tall;
- remain standing upright;
- be in good condition;
- not block paths for pedestrians or golf cart traffic
- be removed at the end of each semester prior to restricted activities or at the request of Student Media
- not be displayed in the following locations:
  - Alumni Plaza (John T statue/Grassy Knoll area)
  - Walkway between Traditions North and South
  - Heritage Park
  - Trogon House
  - Administration Mall areas (north and south side of Administration Bldg.)
  - Welcome Center

Outdoor displays that do not have prior approval, do meet the above requirements, or are not removed when requested are subject to removal by Student Media. Removed outdoor displays not retrieved from Student Media by the owner within 30 days will be transferred to Central Receiving as a surplus item and are subject to being auctioned or sold.

### **2.5 Yard Signs**

Informational or directional yard signs must meet the General Guidelines outlined in Section 2.1, and must:

- be removed within 48 hours of the conclusion of the event or program.
- not exceed 36 inches by 24 inches.
- remain standing upright.
- be in good condition.
- only be displayed in flower beds or areas that do not impede the maintenance of the grounds.
- not be displayed in the following locations:
  - Alumni Plaza
  - Walkway between Traditions North and South
  - Heritage Park
  - Trogon House
  - Administration Mall areas (north and south side of Administration Building)
  - Welcome Center
  - Rudder Way AND Texan Trace pedestrian walkways (with the exception of areas between Fine Arts and Thompson Student Center, Lamar Johanson Science Building and the Barry B. Thompson Student Center)

## 2.6 Chalking

Chalking on campus is permitted to publicize campus events and resources, and to make campus-related announcements. The materials used to chalk must be water-soluble chalk (sidewalk chalk). The use of markers, chalk paint, chalk markers, paints, oil-based products, or spray chalk is prohibited. Chalking is limited to recognized student organizations and University departments. Chalking must meet the General Guidelines outlined in Section 2.1 and must:

- contain the name of the sponsoring department or organization. The name of the sponsoring department or organization must be legible.
- not interfere with other messages that have already been chalked. Overwriting, erasing, defacing, or altering the chalking of another message is prohibited.
- take place on uncovered concrete sidewalks where it can be washed away by natural elements such as rain.
- must be cleaned off of sidewalk surfaces after 14 days of placement or within 48 hours of the conclusion of the event.
- must be removed by the first day of restricted activities each semester and may resume after commencement.
- not be placed on any buildings, parking lots, statues, benches, picnic tables, light poles, brick surfaces, trash containers, pillars, flag poles, stairways, planters, curbs or any other vertical surfaces.
- not be displayed in the following sidewalks:
  - Alumni Plaza
  - Walkway between Traditions North and South
  - Heritage Park sidewalks
  - Bandstand
  - Trogdon House driveway or sidewalks
  - Administration Mall sidewalk areas (north and south side of Administration Building)
  - Welcome Center sidewalk and parking lot areas
  - Rudder Way AND Texan Trace pedestrian walkways (with the exception of areas between Fine Arts and Thompson Student Center, Lamar Johanson Science Building and the Barry B. Thompson Student Center)

All chalking is subject to routine removal by Student Media and Campus Operations staff in the interest of campus beautification and cleanliness.

## Section 3: Outreach Sites and Campuses

Publication and Solicitation at Tarleton's outreach sites and campuses must follow all above guidelines as well as any additional guidelines as outlined by the respective campus or location. Approval for posting, displaying, or distribution can be made at the following locations:

**Fort Worth Campus:** Approval must be obtained through the Student Affairs office on the third floor. Contact the Student Affairs office at 682-703-7070.

**McLennan Community College:** Approval must be obtained through the University Center administrative offices located on the first floor of the Michaelis Academic Center at 254-299-8882.

**Navarro College:** Individuals should contact the Student Life office at 903-875-7705 for more information.

## Section 4: Non-Affiliated Individuals, Groups, or Businesses

For the purpose of these guidelines, "non-affiliated" refers to any individual, group, organization, or business that is not employed, recognized, or enrolled at Tarleton State University. In addition to adhering to all above guidelines, including the review and stamping of printed materials, non-affiliated entities must:

- seek permission from the Director of Facilities and Special Events or designee to solicit or distribute advertising or handbills on University property;
- post only on designated kiosks that are available for off-campus businesses and organizations.

#### **4.1 Additional options**

- Non-affiliated individuals, groups, or businesses may set up a table for solicitation purposes. Tables are available by reservation only in the Barry B. Thompson Student Center or designated outdoor areas. The cost is \$150.00 for the first day and \$100.00 every day thereafter. For more information, contact Facilities and Special Events at 254-968-9083 or Barry B. Thompson Student Center, Room 12.
- The campus newspaper, JTAC News, offers paid advertising options. For more information, contact the JTAC office at 254-968-9058 or Barry B. Thompson Student Center, Room 201.