***The* UNIVERSITY *of* WESTERN ONTARIO**
**POLICIES *and* PROCEDURES**

# 1.12 ADVERTISING AND COMMERCIAL ACTIVITY

Classification: General Effective Date: 24JUN08 Supersedes: 25SEP03

## POLICY

1.00 From time to time The University of Western Ontario is engaged in, or approached about, advertising, sponsorships or commercial activity.

The practice of the University has been to review all applications to determine if they are justified and in keeping with the needs of students, faculty and staff.

The University is sensitive to the impact advertising will have on the beauty of Western's campus and the commercialization of the institution.

## DEFINITIONS

2.00 This policy covers university facilities and all university-sponsored media, including the World Wide Web. For the purpose of implementing this policy, the following definitions may be useful:

(a) An **advertisement** is a message created and displayed for the sole purpose of promoting a corporation or its product.

(b) **Sponsorship recognition** acknowledges corporate support for a project, program or event. Material containing such acknowledgments will focus primarily on the project, program or event being supported.

(c) **Commercial activity** refers to any revenue-making or fundraising activity on campus by an outside business or organization or unit within the University.

## APPROVAL PROCESS

3.00 The University, its Faculties and Departments may seek opportunities for advertising, sponsorships or commercial activities.

4.00 To protect the University's interest in potential cross-promotional programs and to prevent potential conflicts between units, the Vice-President (External) must be informed in advance of any efforts being made to arrange advertising, sponsorship or commercial activities.

5.00 Draft advertising contracts must be approved by the directors of non-academic departments and academic deans and then by the Vice-President (External).

6.00 The responsibility for reviewing all advertising, sponsorship or commercial activity as outlined in section 2.00 (c) has been delegated to the Vice-President (External) to ensure this approach is consistent with the University's advancement and external activities. All requests or proposals for advertising, sponsorship or commercial activity should be forwarded through the appropriate channels to the Vice-President (External), Room 107 Stevenson-Lawson Building.

6.01 The Vice-President (External), or designate, will consult with interested parties, including

the President and Vice-Presidents for information and advice, and will determine the viability of the proposal.

6.02 Each decision will be communicated in writing to the affected parties in a timely manner.

7.00 Contracts with a value of $50,000 or more must also be approved by the President.

**REVENUE**

8.00 To ensure that any **advertising programs** or **commercial activities** at The University of Western Ontario support the academic mission of the University, 50 per cent of net revenue from any advertising or commercial activity contract must be directed to student awards, with the balance directed to a specific University, Faculty or Departmental program.

8.01 Signage must be in place at the site of the advertisement or commercial activity stating the program or programs receiving the revenue.

8.02 Fundraising activities by registered charitable organizations are exempted from this provision. Other exemptions from this provision may be granted by the President.

**PUBLICATIONS**

9.00 Revenue from advertisements placed in University publications shall be used to support those publications.

9.01 Routine advertisements need not be presented to the Vice-President (External) prior to publication.

**ANCILLARY SERVICES**

10.00 Ancillary services are delegated responsibility for managing commercial activities and advertising programs relating to their core business activities but other ventures and those with potential for wider application must be brought to the Vice-President (External) [see Sections 4.00 - 6.00]. Approval of such advertising will include a revenue-sharing agreement to be negotiated on a case-by-case basis.

10.01 In the case of campus-wide advertising programs, revenue will be split, calculated on a case-by-case basis.

**UNIVERSITY COMMUNITY CENTRE**

11.00 The University Students' Council is responsible for managing commercial activities and advertising in parts of the UCC as specified in existing Occupancy and Operating Agreements with the University, but ventures with potential for wider application must be brought to the Vice-President (External).

11.01 In the case of campus-wide programs that include UCC locations covered by such agreements, revenue will be split, calculated on a case-by-case basis.

**RESTRICTIONS**

12.00 Advertising and any other commercial activity will not be permitted in classrooms or laboratories or any other space specifically devoted to academic purposes.

13.00 Advertising and commercial activity must not impede ordinary pedestrian or vehicular traffic flow and must not alter or detract from the normal architectural appearance, visual beauty or environment of the campus.

14.00 Good taste and sound judgment shall govern all advertising, sponsorship and commercial activities on campus. The following are specifically prohibited:

- anything promoting illegal activity
- anything that is inconsistent with University policies dealing with discrimination and harassment or contrary to provincial human rights legislation
- all advocacy advertisements, except those whose sole purpose is to promote education
- any advertisements involving tobacco or alcohol products
- anything promoting the sale of sexual services

**REPORTING**

15.00 The Vice-President (External) will report annually to the Property and Finance Committee on the decisions taken under this policy.