



## University Students' Council of the University of Western Ontario ADVERTISING MATERIALS POLICY

**EFFECTIVE:** November 10, 2009

**SUPERSEDES:** None

**AUTHORITY:** Communications Standing  
Committee

**RATIFIED BY:** Council

Executive Council

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**RELATED  
DOCUMENTS:**

Advertising Oversight Procedures  
Advertising Oversight Committee  
Terms of Reference  
Branding Logo Usage Standards and  
Guidelines

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### **PREAMBLE:**

The USC considers freedom of expression to be an essential component of the University environment, but also recognizes that it is necessary to place certain limits on such freedoms in order to maintain a University environment that is safe, inclusive, and free from discrimination and harassment, as well as to ensure compliance with University policies and government regulations. This Policy will define what constitutes Advertising Materials and what is and is not acceptable content. This Policy should be read in context with the Advertising Oversight Procedures and the Advertising Oversight Committee: Terms of Reference.

### **1.00 SCOPE**

1.01 “Advertising Materials” includes all materials that contain text, images, audio, and/or video, and are intended for public viewing, listening, or distribution.

- (1) Advertising Materials does not include digital content posted to a group’s or individual’s website, unless such content is being actively displayed as part of an event.
- (2) Advertising Materials does not include journalistic content within a publication for which an author has been credited, or programming content on CHRW Radio.

1.02 The USC Advertising Materials Policy guidelines are to be used in determining the acceptability of all Advertising Materials that:

- (1) Are distributed or displayed anywhere within common areas or USC space in the University Community Centre (UCC), including Concrete Beach;
- (2) Are included in a USC sanctioned publication as an advertisement or classified insert;
- (3) Are aired on CHRW radio as a commercial;



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- (4) Are created or endorsed by an student organization directly affiliated with the USC and/or covered under the USC's insurance policy;
- (5) Are created by a USC commissioner or coordinator;
- (6) Bear the USC logo; and/or,
- (7) Are printed or stamped for distribution at InPrint.

1.03 The USC Advertising Materials Policy does not regulate the acceptability of behaviors or activities. Behaviors and activities are regulated by the USC Community Standards Policy, and the USC Discrimination Harassment and Violence Prevention Policy.

### **2.00 UNACCEPTABLE CONTENT**

2.01 An Advertising Material may be deemed unacceptable if it:

- (1) Misrepresents or fails to adequately represent the individual(s) or organization(s) responsible for its distribution;
- (2) Entices or willfully promotes hatred towards identifiable groups;
- (3) Demeans others on the basis of their race, ancestry, place of origin, colour, ethnic origin, religion, disability, citizenship, creed, sex, sexual orientation, handicap, age, marital status, family status, the receipt of public assistance or record of offence, or a conviction for which a pardon has been granted;
- (4) May be reasonably expected to have an adverse effect on the health, safety, or rights of other persons or groups;
- (5) Promotes an illegal activity;
- (6) Promotes the consumption of alcohol, communicates the pricing of alcohol, targets underage drinkers, or in any other way violates the University's Campus Alcohol Policy or the Alcohol and Gaming Commission of Ontario's (AGCO's) Liquor Advertising Guidelines:
  - i. The promotion of alcohol consumption includes the use of phrases such as "happy hour", "two for one", or "cheap drinks", but does not include references to the presence of alcohol, such as "wet/dry" or "wine and cheese".
  - ii. In accordance with AGCO's Liquor Advertising Guidelines, certain exceptions are recognized for advertising that is within, directly outside, or made-by a licensed establishment.



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- (7) Contains an image that is flagrantly shocking, inappropriate, or upsetting, or contains an image that is sexually explicit;
  - i. Excepting circumstances where such an image bears artistic merit, and is delivered in a context where viewers of the image could reasonably deem its display as being appropriate.
- (8) Is sexually suggestive to an extreme degree, in such a way as to objectify an individual's body as tools for the promotion of an organization, product, event, or service;
  - i. Excepting circumstances where such images are appropriate or necessary within their context, (such as women wearing lingerie in a lingerie advertisement, or sexual suggestiveness in a condom advertisement).
- (9) Is being produced and/or distributed by a USC-affiliated individual or organization, and prominently contains a statement that could reasonably be considered a falsified statement made to damage a person's or group's reputation;
  - i. Approval of an Advertising Material does not signal and endorsement of its accuracy; however, an Advertising Material may be rejected if it can be easily identified as exposing the USC to legal liability.
- (10) Contains text written in a language other than English;
  - i. Excepting circumstances where an accurate translation of the material's content has been submitted.
- (11) Is a club Advertising Material containing the USC logo which has not received approval to contain the USC logo in accordance with Clubs Policy; General Clubs Procedures; or,
- (12) May be reasonably expected to have an adverse effect on the reputation or the proper functioning of the USC.

### **3.00 –ACCEPTABLE CONTENT**

- 3.01 The perceived truthfulness of statement made in commercial Advertising Materials by organizations unaffiliated with the USC shall not affect their approval. The USC does not undertake to fact-check information within commercial Advertising Materials, and the acceptance of such materials does not indicate an endorsement of the content's accuracy.
- 3.02 Acceptable content for Advertising Materials includes:



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- (1) Information announcing the time, date and location of any public event that is open to members of the University;
- (2) Information describing the platform of an official candidate running in a federal, provincial or municipal election, UWO Board of Governors and Senate elections, USC Presidential and Vice-Presidential elections and USC Councillor elections;
- (3) Information about USC and/or University referenda, including arguments for or against such referenda;
- (4) Any statement or opinions of a religious, political, or social nature, which are respectfully expressed, and are not otherwise unacceptable;
- (5) Such statements are protected by freedom of expression in an academic environment in which the USC supports the exchange of views and ideas. That such statement might be viewed as disagreeable, misleading, or upsetting is not sufficient grounds for their rejection in and of itself.

### **4.00 APPLICATION**

- 4.01 The Advertising Materials Policy shall be applied in accordance with the Advertising Oversight Procedures.