

University Students' Council of the University of Western Ontario
ADVERTISING OVERSIGHT COMMITTEE:
TERMS OF REFERENCE

Effective: November 10, 2009

Supercedes: None

PREAMBLE:

The USC is committed to upholding the principles of the Advertising Materials Policy in a fair, equitable, and efficient manner, which is responsive to the values and expectations of Students. This document will lay out the terms of reference for the Advertising Oversight Committee and should be read in context with the Advertising Materials Policy and the Advertising Oversight Procedures.

1.00 COMMITTEE MANDATE

1.01 The Advertising Oversight Committee (AOC) exists to interpret and ensure enforcement of the Advertising Materials Policy and the Advertising Oversight Procedures, as well as periodically review the content of these documents to ensure that they are appropriate, effective, and in the best interests of Students.

2.00 COMMITTEE STRUCTURE

2.01 The composition of the Advertising Oversight Committee shall be:

- (1) Communications Officer, chairperson, ex-officio;
- (2) Vice-President Campus Issues, ex-officio, voting; and,
- (3) Vice-President Student Events, ex-officio, voting.

3.00 COMMITTEE RESOURCE MEMBERS

3.01 The AOC recognizes the following resource members to provide advice and guidance when addressing matters pertaining to advertising material.

- (1) Manager, Gazette Advertising;
- (2) Manager, Building Services;
- (3) Manager, Student Life;
- (4) Coordinator, USC Reservations;
- (5) two (2) Student Organizations Advisors;
- (6) Manager, InPrint, or designate; and,

(7) Manager, CHRW and tvWestern.ca, or designate.

4.00 MEETINGS

4.01 AOC shall meet within two (2) days from when any Advertising Material has been referred to it by the chairperson for review, in accordance with Advertising Oversight Procedures.

(1) The purpose of such meetings shall be to determine the acceptability of an Advertising Material referred to the Committee.

(2) One or more Committee Resource Members may also be invited to participate in the review of the material.

(3) An in-person meeting may be substituted with email correspondence where appropriate.

4.02 AOC shall hold a meeting with all Committee Resource Members at least once per academic semester, and once during the summer term. Additional meetings may be called by the chairperson as appropriate.

(1) The purpose of such meetings shall be to discuss all Advertising Materials that have been rejected since the last meeting, and to review the Advertising Oversight Committee Procedures and the Advertising Oversight Policy for potential changes.

5.00 COMMITTEE PROCESS AND AUTHORITY

5.01 Decisions of the Committee shall be based upon an interpretation of the Advertising Materials Policy, and other relevant USC and University Policies and Procedures.

5.02 If the Committee rejects an Advertising Material, it must supply an explanation that relates to the Advertising Materials Policy, and any other USC or UWO Policies and Procedures.

5.03 Where an interpretation of the USC Advertising Materials Policy is subjective, the Committee shall consider precedent for how the Policy has been applied in previous instances.

5.04 Committee decisions on the acceptability of Advertising Materials shall be reached on a consensus basis. Failure to reach consensus shall result in the rejection of an Advertising Material.

5.05 The Committee's approval of Advertising Material does not equate to acceptance of any contracts that might be associated with those materials.

- 5.06 The Committee must document the reasons for accepting or rejecting Advertising Materials referred to it. The chairperson of the Committee shall keep a record of these reasons, and shall supply them to anyone who requests them.
- 5.07 The decisions of the Committee are final, and cannot be appealed.
- 5.08 Changes to Policies and Procedures that are recommended by the Committee shall be brought to the Board for discussion by the chairperson of the Committee in accordance with By-Law #1.