



University Students' Council of the University of Western Ontario ADVERTISING OVERSIGHT PROCEDURES

EFFECTIVE: November 10, 2009

SUPERSEDES: none

AUTHORITY: Communications Standing
Committee

RATIFIED BY: Council

Executive Council

Related Documents: Advertising Materials Policy
Advertising Oversight Committee:
Terms of Reference

PAGE | 1 of 5

PREAMBLE:

The USC recognizes the importance of reviewing Advertising Materials, as defined in the Advertising materials Policy, in a fair, equitable, and consistent manner. The USC also recognizes the need for the review of such materials to be conducted quickly and efficiently. This procedural document outlines the approval process for Advertising Material and should be read in context with the Advertising Materials Policy and the Advertising Oversight Committee: Terms of Reference.

1.00 INDIVIDUALS WITH AUTHORITY FOR APPROVAL

1.01 The following individuals have the authority to approve Advertising Materials that are clearly in accordance with the requirements for acceptable content and to reject Advertising Materials that can be clearly ascertained as being unacceptable:

- (1) All USC Executives;
- (2) All full-time InPrint staff;
- (3) All Student Life Student Organizations Advisors (SOA's);
- (4) Manager, Gazette Advertising;
- (5) Manager, Student Life;
- (6) Coordinator, USC Reservations;
- (7) Senior Manager Facilities and Operations;
- (8) Station Manager, CHRW; and,
- (9) Programming Manager, CHRW.

1.02 The above individuals' authority to approve or reject Advertising Materials is contingent on:



University Students' Council of the University of Western Ontario **ADVERTISING OVERSIGHT PROCEDURES**

PAGE | 2 of 5

- (1) Being fully aware of the content of the Advertising Materials Policy and the Advertising Oversight Procedures and having a copy available for reference; and,
 - (2) Correctly submitting the Advertising Material to them in accordance with the procedures in Section 2.00 of this document.
- 1.03 Any Advertising Materials for which a decision of acceptance or rejection is not immediately obvious, and/or for which subjective interpretation of the Advertising Materials Policy is required;
- (1) To be referred by the individual reviewing the material to the Advertising Oversight Committee (AOC); and,
 - (2) To be decided upon by the AOC within two (2) days of the material being referred to it.
- 1.04 The decision to accept or reject the material and the associated reasoning shall be relayed by the AOC back to the individual who initially reviewed the material. Such individual shall then enforce the decision.

2.00 SUBMISSION FOR REVIEW

- 2.01 Advertising Materials that fall under the scope of the Advertising Materials Policy must be submitted for review and must receive approval before they are authorized for distribution. Any group or individual seeking approval shall not be allowed to seek approval of their Advertising Material from multiple individuals but rather, shall have a singular point of contact.
- (1) Clubs, Faculty Councils, and Accredited Groups
 - i. All Advertising Materials must be submitted to an SOA in accordance with all procedures and expectations set by Clubs Policy and by the Student Life Department.
 - a. Stamping and signing of a poster by an SOA indicates approval of both the event (if one is being advertised) and the content of the poster, and is sufficient approval for InPrint to proceed to printing without further review.
 - b. All Gazette advertisements that are created by a club must be submitted to the Gazette Ad Office by an SOA. Submission by an SOA indicates her approval of the content and is sufficient approval for the Gazette to proceed to printing without further review.



University Students' Council of the University of Western Ontario ADVERTISING OVERSIGHT PROCEDURES

PAGE | 3 of 5

- c. All Advertising Materials related to an event, such as displays or merchandise, must be described to or previewed by an SOA in advance of the event. Approval of the event signifies approval of the associated Advertising Materials.
 - (a) Approval includes any Advertising Materials that are being introduced into an event by a third party.
 - d. All print publications that are created for distribution have editorial independence and shall not be reviewed prior to distribution; however, any advertisements in such publications must be submitted to an SOA for approval. Distribution of the publication is not permitted until such approval has been obtained.
 - e. The script for all commercials to be aired on CHRW must be submitted to an SOA for approval. The SOA must communicate approval of the script to the CHRW Programming Manager before the commercial can be aired.
- ii. A sponsorship agreement must be approved by an SOA before any Advertising Materials related to a sponsorship agreement can be approved.
- (2) Commissioners and coordinators
- i. All Advertising Materials must be submitted for approval to the Executive to whom the commissioner or coordinator reports to.
 - a. Approval of the material will correspond with the Executive's approval of spending related to the Advertising Material. If a proof of a poster has been printed the Executive shall also signal approval by stamping and signing the back of the proof.
 - b. Where an Advertising Material is processed through InPrint and there is no indication that an Executive has given approval, InPrint staff shall review the Advertising Material for approval.
 - c. All Gazette advertisements that are created by a commissioner or coordinator must be submitted to the Gazette Ad Office by the Executive. Submission by an Executive indicates her approval of the content and is sufficient approval for the Gazette to proceed to printing without further review.
 - d. The script for all commercials to be aired on CHRW must be submitted to the Executive for approval. The Executive must



University Students' Council of the University of Western Ontario ADVERTISING OVERSIGHT PROCEDURES

PAGE | 4 of 5

communicate approval of the script to the CHRW Programming Manager before the commercial can be aired.

- ii. A sponsorship agreement must be submitted by the Executive to the Student Life Manager for approval before any Advertising Materials related to a sponsorship agreement can be approved.

(3) All other groups and individuals

- i. All posters that are to be distributed through Poster Patrol are to be submitted to InPrint for approval. InPrint shall signal its approval by stamping the poster.
- ii. All Advertising Materials that are to be displayed in space that has been booked in the University Community Centre (UCC) must be submitted to the USC reservations Coordinator for approval.
- iii. Any publications that are to be distributed in a public area of the UCC that has not been booked through USC Reservations, including flyers and hand-outs, must be submitted to the USC Reservations Coordinator for approval.
- iv. All Advertising Materials related to a sponsorship of a USC program must be submitted to the Student Life Manager for approval.
- v. All Gazette advertisements and classifieds must be submitted to the Gazette Advertising Manager for approval.
- vi. All commercials to be aired on CHRW must be submitted to the CHRW Programming Manager for approval.

3.00 REJECTED ADVERTISING MATERIALS

- (1) All rejected advertising materials, as well as the reasons for their rejection, must be logged by the individual(s) who rejected them in either a printed or digital format with the chairperson of the AOC.
- (2) Any individuals who reject an Advertising Material must submit a summary of these rejected to the chairperson of the Advertising Oversight Committee at, or prior to, the Committee's next meeting.

4.00 UNAUTHORIZED ADVERTISING MATERIALS

- 4.01 Any Advertising Materials that fall under the scope of the Advertising Materials Policy and have not been reviewed or have been reviewed and rejected are considered **"Unauthorized Advertising Materials"**.



University Students' Council of the University of Western Ontario **ADVERTISING OVERSIGHT PROCEDURES**

PAGE | 5 of 5

(1) Any Unauthorized Advertising Materials found in a common area or within USC space in the UCC may be removed by the Senior Manager Facilities and Operations, a voting member of the AOC, the Student Life Manager, or the USC Reservations Coordinator.

i. The UCC includes the Concrete Beach.

(2) Where Unauthorized Advertising Materials produced by a USC-affiliated individual or group have been identified outside the UCC, the individual or group that posted them will be directed to remove them immediately. The Unauthorized Materials may also be removed via Poster Patrol.

5.00 APPEALED DECISIONS

5.01 Advertising Material approved by an individual provided for in section 1.00 may be appealed by any member of the University community who believes the Advertising Material should have been rejected. Where such an appeal has been submitted the AOC must hold a meeting to review the Advertising Material and reach a decision to uphold or overturn the approval within two (2) days.

(1) Appeals must be submitted to the chairperson of AOC.

(2) A decision of AOC may not be appealed.

(3) If an appeal is successful, the Advertising Material will be considered unauthorized and the individual who originally submitted it will be directed to remove it from public viewing and/or distribution immediately.

5.02 The rejection of any Advertising Material by one of the authorized individuals listed in Section 1.00 may be appealed by any member of the University community who believes the Advertising Material should have been approved.

(1) Challenges must be submitted to the chairperson of the AOC.

(2) A decision of the AOC may not be appealed.