



University Students' Council of the University of Western Ontario ADVERTISING PRIORITIES POLICY

EFFECTIVE: 23 January 2013

SUPERSEDES: None.

AUTHORITY: Communications Standing
Committee

RATIFIED BY: Council
23 January 2013

**RELATED
DOCUMENTS:**

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PREAMBLE:

The USC has a commitment to running quality programs, events, and initiatives to benefit the undergraduate student population at Western. For students to get the most out of these various initiatives they need to be aware of the initiatives through effective and timely communication. This policy has been drafted to ensure that events, programs, and initiatives are communicated effectively by setting guidelines about the way the USC's advertising resources are utilized and who they are utilized by.

1.00 SCOPE

- 1.01 This policy governs the manner in which the USC's advertising resources are utilized and defines what is a USC advertising resource.
- 1.02 This policy defines the extent to which external groups with External Partnership Agreements may utilize USC advertising resources.

2.00 RESOURCES

- 2.01 The USC's advertising resources consist of the following advertising channels and any work performed by USC Staff, Interns, or volunteers for the purposes of updating, maintaining, or creating content for any of these channels:

- (1) USC Website
- (2) USC Twitter account.
- (3) USC Facebook page.
- (4) UCC Televisions.
- (5) USC Youtube account.
- (6) Posters.
- (7) Western Film.
- (8) Team USC.



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- (9) Big Purple Couch.
 - (10) Fuss On the Bus.
 - (11) Press Releases.
 - (12) CHRW.
 - (13) The Gazette.
- 2.02 The Vice-President Communications reserves the right to designate other advertising resources at his or her own discretion.
- 2.03 Certain advertising resources may be accompanied by a service charge.
- 3.00 PRIORITIES**
- 3.01 The USC will provide use of its advertising resources on the basis of priority and priority shall be judged based on the nature of the group or individual seeking to use the advertising resources.
- 3.02 Groups or individuals that are defined as "USC Internal" shall have first priority with regards to the use of advertising resources.
- (1) A group or individual shall be considered to be "USC Internal" if it is seeking to use advertising resources for the purposes of some program, event, or other initiative put on by one of the USC Executive Portfolios or operations.
 - (2) USC Executives, Commissioners, Coordinators, and Portfolio Committees (e.g. Charity Committee) shall be considered "USC Internal" due to the nature of their relationship with the USC.
- 3.03 Groups or individuals who have a valid External Partnership Agreement shall be given second priority with regards to the use of advertising resources.
- 3.04 External groups booking USC-controlled space through the Building Services department shall have limited access to the USC's advertising resources, at the discretion of the Vice-President Communications, in the following circumstances:
- (1) The group is a constituency Council, USC-ratified Club, or student group affiliated with the USC.



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(2) The contract negotiated for use of the space contains some tangible benefit for the USC. For the purposes of this policy, what constitutes a tangible benefit shall be at the discretion of the Vice-President Communications.

3.05 External groups or individuals without a valid External Partnership Agreement shall not have access to the USC's advertising resources.

3.06 The Vice-President Communications may allocate the use of USC advertising resources at his or her own discretion for the purposes of advertising University announcements or initiatives that are consistent with the mission statement of the USC.

3.07 Priority within each of the above levels shall be determined at the discretion of the Vice-President Communications and the Executive Council.

4.00 EXTERNAL PARTNERSHIPS

4.01 Any external group with a valid External Partnership Agreement shall be entitled to the following use of the USC's advertising resources:

(1) Advertising through departments, portfolios, services, or other subsidiaries that are directly related to the benefit being offered to students by the external group.

(2) Advertising through the main USC advertising channels, as expressed in section 2.01 of this document, where the Vice-President Communications determines that the message being delivered is of concern to all students of the University.

4.02 External groups shall only have access to USC advertising resources up to the conclusion of their Partnership Agreement. The USC shall not give access to these resources to groups whose Partnership Agreement has expired or been terminated.

5.00 PROCEDURAL AUTHORITY

5.01 Further Procedures necessary for the effective and efficient implementation of this policy shall be established and amended as necessary by the Vice-President Communications.

(1) The scope of such Procedures is limited to the scope of this policy.

(2) In the event of any conflict, this Policy supersedes any documents created under it.

(3) Any new Procedures and amendments to any existing Procedures must be ratified by the Executive Council before taking effect.



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- (4) Any Procedures ratified by the Executive Council, or any subsections therein, may be repealed by a resolution of Council.