

Student Activities and Organizations  
Guidelines for Campus Displays, Advertising, and General Promotions

Student Activities and Organizations (SAO) offers a variety of methods by which student organizations can display, advertise and promote campus activities available for students at ETSU. Additionally, approval for posting in the following locations must be obtained through the SAO:

- D.P. Culp Student Center TV's / digital screen bulletin boards
- Table displays in the food service areas of campus
- The Buc-Hub Opportunities Board and Buc-Hub Email distribution
- Sidewalk Chalking
- Outdoor signage (a.k.a. "Yard Signs") **Only approved for the first two weeks of each semester**
- Showcase tabling at campus-wide event (e.g. Welcome Week, Homecoming, etc.)

Procedures/forms to request use of these advertising opportunities may be obtained online by clicking the Resources, Policies and Forms section of the SAO website at [www.etsu.edu/sao](http://www.etsu.edu/sao).

Complete content, including a correctly sized graphic images to be used, must be submitted along with requests for display.

The following guidelines must be met in order to obtain approval for display:

1. All displays must comply with the General Policies on Student Organizations.
2. Displays must not:
  - (a) have illegal aims and goals;
  - (b) propose activities which would violate regulations of the Board or the University, or federal or state laws and regulations, or materially and substantially disrupt the work and discipline of the institution or school; or
  - (c) advocate incitement of imminent lawless action which is likely to produce such action.
3. Public displays which an average person applying contemporary community standards would find,
  - (a) taken as a whole, appeals to the prurient interest,
  - (b) depicts or describes sexual conduct in a patently offensive way, and
  - (c) taken as a whole, lacks serious literary, artistic, political or scientific value are prohibited.

Approval is given at the discretion of the SAO Staff in an effort to maximize service to all student organizations. Requests will be reviewed on a first-come, first-serve basis and as space is available.

In order to ensure that all student groups have an opportunity to utilize limited space available, consecutive reservations may be limited. Email promotions may be limited daily or combined with other promotions depending on the volume of requests received.

All displays are the property and responsibility of the promoting organization. Failure to remove displays by the end of the reserved dates will result in the loss of any items left.

Additionally, student groups are asked to respect the displays of other organizations and refrain from tampering with, altering or removing the displays of other organizations without permission from the SAO.

Failure to follow these guidelines may result in the student group being denied use of these services for a period one full semester.

In the event that a student group is denied display, advertising or promotions privileges, the organization President or Advisor may request an appeal by emailing the ETSU Dean of Students.