

**ADVERTISING ON COLLEGE PROPERTY**

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| <b>Policy Name:</b><br>Advertising on College Property | <b>Responsible Owner:</b><br>AVP Public Affairs | <b>Created:</b><br>2003 Jul               |
| <b>Policy Number:</b><br>A08                           | <b>Approval Body:</b><br>SMT                    | <b>Last Reviewed/Revised:</b><br>2018 Apr |
| <b>Category:</b><br>Administrative                     | <b>Replaces:</b><br>A15.01.01                   | <b>Next Review:</b><br>2021 Mar           |

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**A. PURPOSE**

As a public post-secondary educational institution dedicated to higher learning, open dialogue and inquiry, Douglas College plays an important role in society. Because of this role, Douglas College is viewed as an attractive partner to external organizations for advertising or other promotional activities. Douglas College recognizes that partnerships or agreements with external organizations may provide significant educational and financial benefits to the College and our students.

This policy is designed to provide guidance around when, where and how advertising or other promotional activity by external organizations may be permitted on College property, and to ensure that any such activity is properly approved and consistent with the College’s core purpose and mandate.

**B. SCOPE**

This policy applies to all College properties and to all advertising media, whether physical or digital.

**C. DEFINITIONS**

1. **Advertising:** any media, physical or digital, used to promote an organization, product, service or event. This includes, but is not limited to, posters, banners, signs, handbills, flyers, leaflets, brochures, samples, giveaways, digital imagery, audio broadcasts and any other promotional activity.
2. **Bulletin Boards:** college property designed to display advertising in the form of posters or signs.

3. **External Organizations:** any third-party entity not related to Douglas College, whether for-profit, non-profit, charitable, political or government.
4. **Property:** any physical or digital spaces, structures or other assets owned, leased, managed or otherwise controlled by Douglas College. This includes, but is not limited to, College campuses, buildings, rooms, publications, websites, social media properties, emails, voicemails, intranet, digital signage, bulletin boards and any other physical or digital asset.

#### D. POLICY STATEMENTS

1. Any partnership, sponsorship or other agreement with external agencies involving advertising on College properties must not detract or conflict with the College's Core Purpose or mandate as an institute of higher learning.
2. The College has the right to restrict where, when and how any advertising appears on any College property.
3. All advertising displayed on College properties is subject to Advertising Standards Canada guidelines including, but not limited to, the Canadian Code of Advertising Standards and the Gender Portrayal Guidelines.
4. Advertising is prohibited in classrooms and other areas dedicated primarily to academic instruction.
5. Advertising that promotes the use of alcohol, tobacco, marijuana, e-cigarettes, firearms or other weapons is prohibited.
6. Advertising that could be considered hateful, racist, discriminatory or contribute to an unsafe environment is prohibited.
7. Advertising to advance political candidates or parties for federal, provincial and municipal elections is prohibited. However, the College welcomes political discussion and discourse in general, including club activities, and may host meetings or forums for political parties or candidates, providing all parties are provided equal opportunity to participate.
8. Advertising must be consistent with other College policies.
9. Advertising must be in English or include an English translation.
10. Locations where advertising is permitted must be approved through Public Affairs in consultation with Facilities Services.
11. Public Affairs is responsible for approving all advertising content, with the exception of posters on Bulletin Boards, which are approved by Facilities Services or the Douglas Student Union.



12. Contributions obtained through advertising on College property will be dedicated to supporting students, programs, special projects or equipment at Douglas College.
13. Naming of buildings and facilities for sponsorship purposes may be permitted and falls under the purview of the Naming of College Facilities and Programs policy.

#### E. PROCEDURES

1. Bulletin Board postings must be approved in advance by Facilities Services or the Douglas Students' Union following the DSU Advertising Policy.
2. All other advertising proposals should be forwarded to the Associate Vice President, Public Affairs, for consideration and consultation in a timely fashion.

#### [Internal Standard Operating Procedures](#)

- Advertising on College Property

#### F. LINKS TO SUPPORTING FORMS, DOCUMENTS, WEBSITES, RELATED POLICIES

- Campus Guide to bulletin board locations
- Douglas Students' Union Advertising Policy (under review)

#### [Administrative Policies Page](#)

- Access to Douglas College for Advocacy Purposes
- College Facilities Use
- Naming of College Facilities and Programs
- Respectful and Inclusive Environment
- Sexual Harassment and Personal Discrimination
- Use of Douglas College Concourse

#### G. RELATED ACTS AND REGULATIONS

N/A

#### H. RELATED COLLECTIVE AGREEMENT CLAUSES

N/A