ADVERTISING POLICY

2019–20 RESIDENCE AND HOUSING

In keeping with Simon Fraser University’s compliance with the Human Rights Law: a person must not publish, issue or display, or cause to be published, issued or displayed, any statement, publication, notice, sign, symbol, emblem or other representation that:

• Indicates discrimination or an intention to discriminate against a person or a group or class of persons, or
• Is likely to expose a person or a group or class of persons to hatred or contempt because of the race, color, ancestry, place of origin, religion, marital status, family status, physical or mental disability, sex, sexual orientation, or age of that person or that group or class of persons.

In keeping with Simon Fraser University’s compliance with the Criminal Code of Canada: it is an offence to publish or display obscene matter, described as having a dominant characteristic the undue exploitation of sex, or of sex together with crime, horror, cruelty or violence.

RULES AND PROCEDURES

DO’S

• SUBMIT FOR APPROVAL: for review of all digital or print material, please connect with either the Residence and Housing Communications team or Residence Life Office. The Residence and Housing team will stamp the posters for approval.
  • Communications Team: Email: rescmen@sfu.ca / Residence Administration Building A1001, 8888 University Drive SFU, Burnaby BC, V5A 1S6.
  • Residence Life: Email: residence_life@sfu.ca / Residence Life Office, Shell House, Room 239. Office is open Monday-Friday, 9:30am-4:30pm and is closed on statutory holidays. Posters will not be approved outside of these hours.

• STAMP OF APPROVAL: is required for all postings in Residence and Housing. Note that a physical stamp will appear on every poster that is approved.

• DISTRIBUTION: once print materials have been approved and stamped - the Residence and Housing team will distribute them within the community.

• PRINTING: printing of any posters or material is at your discretion. The organization/party wishing to post/distribute print material is responsible for obtaining the stamp and the printing.

• HOW LONG POSTERS STAY UP FOR: posters will stay up for a maximum of 10 business days.

• THIRD (3rd) PARTY VENDORS/SOLICITATION: must be approved by the Residence and Housing Communications Team. Third party partners/vendors may be subject to signing a contractual agreement prior to advertising their business, product, or service. Solicitation on residence property is prohibited.

ADVERTISED EVENTS AND PROGRAMS MUST MEET ONE OF THE FOLLOWING CRITERIA

1) Offer a discount, or exclusive benefit to residents.
2) Be sponsored by a campus organization or department.

DON’TS

• Solicitation of any kind on residence property is prohibited unless approved by the Residence and Housing Communications Team.
• Do not ask a member of your team (staff, student or otherwise), student resident or anyone else to put up unauthorized posters in residences. All unauthorized posters/advertisements will be immediately removed.
• Any poster put up by a non-Residence and Housing staff member, including student staff, that has not first, received a stamp of approval by our Residence Life team will immediately be removed.
• Entrance into any resident building without permission from a member of Residence and Housing’s supervisors team is prohibited.

ADVERTISED EVENTS AND PROGRAMS CONTENT THAT IS NOT ALLOWED/PROHIBITED

1) All non-university related general commercial ads are prohibited if they have not received a stamp of approval from the Residence Life team.
2) The advertisement or sale of alcohol, violence, drugs, tobacco, cannabis, off-campus bars, parties, pub crawls, alcohol company sponsored events, or alcohol brand logos in the residence community is prohibited. This includes any posters or advertisements that says: 19+, beer garden or any content (i.e. video, image and/or copy) that suggests there is an age restriction.
3) Advertising events in residence community spaces such as lounges, Shell Basement, meeting rooms, etc. is not permitted to be posted outside of residence property. The Residence and Housing Area ends at the WMX/Visitor’s Parkade.
4) Prohibited advertisement and promotion also includes individuals or groups who are physically within residences, including outside (e.g., breezeways, walkways, open areas, common spaces), who hand out or talk about any event, promotion, advertisement or offer.

For Information on the display of notices, posters, advertisements, etc on campus property please visit the following link: http://www.sfu.ca/policies/gazette/administrative/ad13-05.html