# **2010**

McCombs School of Business

University of Texas at Austin

# [POLICY FOR POSTING FLYERS OR POSTERS AND HANGING BANNERS IN CBA, GSB & UTC BUILDINGS]

Revised and effective November 2006. Edited July 19, 2010.

#### Introduction

We strive to keep our buildings pleasant, clean and uncluttered. Part of this is ensuring that flyers, posters and banners meet the school's public information criteria, are posted appropriately, and then removed after the advertised event date.

This policy covers posting flyers, posters and banners in the CBA, GSB and UTC buildings. Flyers, posters and banners that do not comply with this policy will be removed and discarded.

### **Flyer and Poster Content and Approval**

Flyer and Poster content should be related to McCombs academic and student activities. Inappropriate content includes for-profit text, non-UT vendor advertising and items that are not sponsored by a McCombs-registered student organization or McCombs office or department.

All flyers and posters must be approved by one of the school's program officers before posting on the designated surface spaces. The total number of allowed posters or flyers in all buildings is **25**.

Approved flyers and posters must show an approval stamped by the designated officers. The officers to approve materials for appropriate content are as follows:

Stephanie Hinojosa-Galvan in the Office of Student Life (Undergraduate Program Office) for flyers and posters pertaining to Undergraduate Business Student Organizations, UPO unit-sponsored events, and BBA Career Services events.

Rachael Salge in the MBA Program Office for flyers and posters pertaining to MBA Graduate Business Student Organizations, MBA Program Office sponsored events, and MBA Career Services events.

Madeline Chauvin in the MPA Program Office for flyers and posters pertaining to MPA events and MPA Business Student Organizations.

**Lorraine Pagan or Jan Soechting in Recruitment Services** will approve flyers and posters pertaining to all corporate recruitment events.

Paula Gilbert, Nan Watkins or Marcia Arn in the Dean's Office for all other materials not covered by the UPO, MPO, MPA or Career Services and FCC. These include non-business flyers and all scheduling of banners in the GSB/CBA and on the UTC walkway.

Approved flyers or posters will show an approved stamp with the initials of the designated officer with a department abbreviation **on the front** of the flyer or poster. Items not bearing the appropriately signed stamp will be discarded.

All corporate-generated flyers must bear the name of the sponsoring UT organization or department ("Sponsored by [Department]").

### **Approved Display Areas for Flyers and Posters**

### Flyers and posters are allowed in the following places:

- In the elevators (not on the doors)
- By the escalators within the frames
- In bathroom board areas within the frames (where available)
- Designated bulletin boards

**Do not use staples.** Postings may only be affixed by tape (elevators, bathrooms) or push-pins (hallway cork bulletin boards) to the approved areas. Displaying flyers, posters or any other information materials on an entrance door or area not designated above is prohibited.

Only one flyer per board is allowed. All others will be removed and discarded.

Please be considerate of others and refrain from taping or pinning over other flyers or posters already in place. Any items posted over others will be removed and discarded.

#### **Approved Dimensions and Duration for Flyers and Posters**

- Flyers and posters may be posted beginning two weeks prior to an event. The maximum length for any posting is two weeks.
- Flyers are restricted to a size no larger than 8.5" X 11".
- Posters are restricted to a size no larger than 11" X 17".

Organizations are responsible for removing their flyers or posters at the end of the approved period.

#### **Banner Content and Approval**

Banner content must be approved by the Dean's Office. Content should be related to McCombs/UT academic and student activities. Inappropriate content includes for-profit text, non-UT vendor advertising and items that are not sponsored by a UT-registered student organization or UT office or department.

## **Approved Display Areas for Banners**

Due to the limited number of available spaces for banners, spaces must be reserved before organizations or students can hang their banners.

#### Banners are allowed in the following places:

Bridge/Walkway from GSB to UTC over 21<sup>st</sup> Street

Bridge banners must be secured with rope and weighted down to keep the banner in place. Banners and weights may not hang below the bottom of the bridge. Paper banners are not recommended for the bridge. The Dean's Office does not provide supplies.

There are a total of 6 bridge/walkway spaces available for reservation. To reserve a banner location, obtain an application and check the availability of the spaces at the Dean's Office.

Reservations submitted in person will be approved on a first-come, first-served basis. Reservations sent via e-mail will be confirmed based on time and date of request.

### **Approved Dimensions and Duration for Banners**

- Banners may be displayed for 7 consecutive days beginning on Mondays. If a second week is requested and approved, you may be asked to move your banner to another location in the event that the same location is reserved by another organization.
- Maximum size of bridge spaces is 12' x 4'.

The organization is responsible for hanging and removal of the banner. Banners must be hung and removed within the reserved dates.

The Dean's Office is not responsible for any stolen or damaged banners.

#### **E-Banners and Monitors**

The McCombs School of Business has several HD video screens located throughout the McCombs' complex of buildings that may be used as message monitors. These message monitors are a free resource for McCombs students, faculty, staff and departments to use for announcements and advertising.

#### **Monitor Locations**

 Graduate Message Monitor: One video monitor located across from the escalators on the third floor of the GSB building reserved for Graduate Students, Faculty, Staff and Departments. To submit slides to this monitor, or for more information contact <u>Cindy Benton</u> in the MBA Program Office, CBA 2.502.

- Undergraduate Message Monitor: One video monitor located in the O's lounge area on the third floor of the CBA building reserved for Undergraduate Students, Faculty, Staff and Departments. To submit slides to this monitor or for more information contact <u>Stephanie Hinojosa-Galvan</u> in the Undergraduate Office, CBA 2.302C.
- Hallway Message Monitors: Ten horizontal video monitors distributed throughout the MSB complex of buildings for general McCombs' and University of Texas information and announcements. To submit slides to these monitors or for more information contact Susie Brown in the Deans' Office, GSB 2.104.
- CBA Media Wall: One video monitor located on the CBA media wall between BBA Career Services and the Hall of Honors. To submit slides to these monitors or for more information contact Susie Brown in the Deans' Office, GSB 2.104.
- One dedicated E-Banner monitor in the CBA 3rd-floor Atrium. The slides on this
  monitor will run at 30-second intervals in a prominent location, and are intended
  as a replacement for physical banners. MSB Graduate and Undergraduate
  entities, as well as groups outside of the McCombs School of Business may also
  submit slides to these monitors subject to an individual approval basis. To
  submit slides to these monitors or for more information contact <u>Susie Brown</u> in
  the Deans' Office, GSB 2.104.

For information on how to create and submit content for the message board, visit <a href="http://www.mccombs.utexas.edu/media/msbmonitors.asp">http://www.mccombs.utexas.edu/media/msbmonitors.asp</a>. There is also a <a href="template">template</a> specially designed for message boards and the e-banner.