

**TECHNOLOGICAL INSTITUTE AND**  
**FORD MOTOR COMPANY ENGINEERING DESIGN CENTER**

**PUBLICITY POLICY**  
July 2009

	<b>Location</b>	<b>Contact</b>	<b>Restrictions</b>
Flyer Posting	Inside Tech and Ford	-	Posting is allowed only on designated kiosks and boards
Banners	Inside Tech and Ford	Office of the Dean 1-5550	Reservations are on a first-come first served basis
Display Case	Ford Lobby	Marketing Department 1-4548	Content is changed at least every other month
Public Space	Ford	Marketing Department 1-4548	Display spaces are rotated at regular intervals (e.g., 30-60 days)
Video Monitors	Tech, Ford, and Cook	Tech- ic@northwestern.edu	Graphics must meet all McCormick branding requirements
Interactive Displays	Tech Lobby	Marketing Department 1-4548	Displays showcase faculty and student research
Banners and Postings	Outside of Tech and Ford	Norris 847-491-2330	Banner space must be reserved for one week on a first-come first served basis
Taping and Chalking	Outside of Tech and Ford	-	Chalking is permitted only on sidewalks exposed to elements, signs along Sheridan Road are not permitted
Leaflets and Handbills	Outside of Tech and Ford	Norris 847-491-2330	Only recognized departments and student groups may distribute materials

## **NORTHWESTERN UNIVERSITY Evanston Campus**

The schools based in the Technological Institute (Tech) and Ford Motor Company Engineering Design Center (Ford) on the NU Evanston Campus endorse NU Campus Publicity Policies and Procedures and have aligned the Tech & Ford publicity policy accordingly:

### **Objective**

Student groups and University departments are encouraged to publicize and promote their activities to the University community. Effective advertising is critical to the success of campus activities. The flyers and advertisements on campus bulletin boards are important indicators of the vitality of campus life at NU and show that there is much to see and do.

Departments, organizations, groups and individuals need to exercise good judgment in advertising activities to the University community. Civility and respect for other people and our common spaces are key community values.

The following policies and procedures, devised and approved by the Dean of Student Affairs, should guide publicity efforts in and around Tech and Ford. They consider community values and needs and seek to balance campus culture with aesthetics, effectiveness and efficiency.

### **Flyer Posting in Tech and Ford**

- ❖ Only recognized offices, schools, departments and student groups of the Northwestern community are permitted to post flyers in these buildings.
- ❖ Tech and Ford offer student organizations and University departments opportunities to advertise their events on designated kiosks and/or bulletin boards located in high visibility areas inside the buildings and on the front plaza of Tech.
- ❖ Posters, flyers and other notices may be posted on designated kiosks and bulletin boards but not on walls, doors, windows, columns, classroom seats/chair backs or school signage.
- ❖ Designated kiosks and boards available for NU community notices are labeled "For the exclusive use of NU student organizations, University administration and academic programs."

- ❖ Please note that specific school departments and programs maintain some of the bulletin boards inside Tech and Ford and are for the sole use of those departments/programs. Please respect their designation.
- ❖ All posters, flyers, and other notices must clearly state the name(s) of the sponsoring student(s) and/or organization(s). No commercial postings are allowed.
- ❖ All posted information must comply with all University policies. In particular, alcohol may not be mentioned or depicted in an event advertisement.
- ❖ The posting department, organization or group is required to remove all flyers after the event date. Remaining flyers may be subject to a removal charge.
- ❖ Flyers which do not meet policy are subject to removal without advance notice to the posting organization.
- ❖ Violators of the publicity policy may be fined and have their posting privileges suspended.

### **Banners Inside Tech and Ford**

- ❖ The Office of the Dean must be contacted at 1-5550 to reserve banner space inside Tech and Ford. Banners in Tech may only be placed in the Tech main lobby. Banners may be placed in Ford under very special circumstances; prior approval must be obtained from the Office of the Dean at 1-5550 for Ford banner placement.
- ❖ Reservations are on a first-come, first served basis. Any banner put up without a reservation will be discarded. Only one banner space may be reserved per event. Banners must identify the sponsoring student(s) and/or organization(s). Banner space may be reserved for one week.
- ❖ Groups are responsible for removing banners within 24 hours after the event. If not, the group may be charged for removal of the banner.
- ❖ Alcohol may not be mentioned or depicted on banners.

### **Display Case Inside of Ford**

- ❖ Display cases in the lobby of the Ford Motor Company Engineering Design Center are to be used for the purpose of displaying student work, including

projects and prototypes, and faculty research from the McCormick School of Engineering and Applied Science.

- ❖ The content in the display case is changed at least every other month. No long-term displays will be permitted.
- ❖ Control of this space is maintained by the McCormick marketing department at the direction of the Dean. Groups interested in displaying materials in the display cases in Ford should contact the Marketing Department at 1-4548.

### **Public Space Inside of Ford**

- ❖ Public space – open hallways, the atrium, stairwells, and the lobby – in the Ford Building will be devoted to appropriate displays and activities that support educational purposes and that contribute to the mission of the McCormick School.
- ❖ Public space is not owned or dominated by any particular unit or group in McCormick in general, and the Ford Building in particular.
- ❖ As a matter of policy, no display can remain in the public space in Ford for more than two months. There are no permanent displays in the Ford lobby.
- ❖ As in the case of the lobby, control of public space lies with the McCormick marketing department under the direction of the Dean.
- ❖ All postings and displays will comply with the Tech/Ford Publicity Policy.

### **Video Monitors in Tech, Ford, and Cook Hall**

- ❖ The system of video monitors installed in Tech, Ford, and Cook Hall is managed jointly by the marketing and information technology departments. Student groups and departments may request that information be posted on the monitors to promote events and programs.
- ❖ Graphics submitted for the video monitors for McCormick announcements should meet all McCormick branding requirements (available at [www.mccormick.northwestern.edu/identity](http://www.mccormick.northwestern.edu/identity))
- ❖ Requests should be made to [tech-ic@northwestern.edu](mailto:tech-ic@northwestern.edu). E-mails should include all event information, requested time that the advertisement should be displayed and any relevant graphics. Ideally, this information should be formatted on a McCormick-branded PowerPoint slide, if the content relates to a McCormick group.

### **Interactive Displays in the Lobby of Tech**

- ❖ The interactive displays in the lobby of Tech (located on the west wall near the exterior doors) are intended to showcase faculty and student research and science news.
- ❖ Northwestern faculty can create presentations by uploading video, photos, or PowerPoint presentations and creating a script to be read by the anchors of the show. After creating the presentation, they may be submitted for review by the McCormick marketing department.
- ❖ Instructions for creating presentations are located at <http://ragnarok.cs.northwestern.edu/mccormick/NewsAt7/documentation.php>

### **Banners and Posting Outside of Tech and Ford**

- ❖ Norris Events Planning and Production Office is responsible for banner space in front of Tech. Individuals or groups must obtain a reservation from the Norris Events Planning and Production Office (third floor, Norris, 847-491-2330) in advance.
- ❖ Reservations are on a first-come, first served basis. Any banner put up without a reservation will be discarded. Banners must identify the sponsoring student(s) and/or organization(s). Banner space may be reserved for one week. The sponsor must remove the banner at the end of the week.
- ❖ See Campus Publicity Policies and Procedures on the Norris website for further detail.

### **Taping and Chalking Outside Tech and Ford**

- ❖ Chalking is allowed only on concourse sidewalks that are exposed to the elements, i.e. not under an overhang.
- ❖ Taping and chalking are not allowed on any non-sidewalk surfaces including walls, doors, windows, trees and lampposts.
- ❖ Violators of the policy will be fined and have their posting privileges suspended.

- ❖ According to section 7-3-12 of the Evanston city ordinance: “It is unlawful for any person to place any sign on any sidewalk” along Sheridan Road. The city removes signs at violators’ expense.

### **Leaflets and Handbills**

- ❖ Only departments and recognized student groups of the Northwestern community will be allowed to distribute leaflets and handbills on campus. Leaflets must identify the sponsoring student(s) and/or organization(s).
- ❖ Permission to leaflet must be obtained from the Norris Events Planning and Production Office.

### **Painting**

- ❖ Painting any part of Tech and Ford and/or the surrounding sidewalks, trees, benches and/or concourses is strictly prohibited.

### **Salespersons, Distributors, Solicitation and Drives**

- ❖ Non-student salespersons or solicitors are not permitted to solicit in Tech and/or Ford.
- ❖ Students conducting fundraising/charitable drives must obtain permission in Tech from the Office of the Dean at 1-5550 or from the Ford building manager at 7-2049.

### **Violations of Publicity Policy**

- ❖ Complaints regarding departments, students or student groups who violate this publicity policy will be referred to the McCormick Associate Dean, Administration, Finance & Planning. Sanctions for violations may include but are not limited to fines or community service.