



## COMMUNICATION & ADVERTISING POLICY

### Section I: General Policies

1. Advertising should not include demeaning sexual or discrimination portrayal of groups or individuals.
2. Only information pertinent to NAU students shall be distributed to the student body.
  - a. Information pertinent to students:
    - i. ASNAU events
    - ii. ASNAU programs
    - iii. ASNAU special announcements
    - iv. ASA events
    - v. ASA programs
    - vi. ASA special announcements
    - vii. Academic information
    - viii. NAU events
    - ix. NAU programs
    - x. NAU special announcements
    - xi. Registered Club & Organization information
    - xii. Emergency situations
3. All communication and advertising to the student body at NAU must be controlled and managed by ASNAU student representatives.
4. No communication or advertising efforts are to be made outside the academic year.
5. All communication and advertising efforts for any program or event either facilitated by ASNAU or sponsored by ASNAU must be made available to the student body a minimum of two weeks prior to the program or event.

### Section II: List-Serve Policies

1. For the purposes of communication and advertising through List-Serves controlled by ASNAU, all of the general Policies in Section I shall apply.
  - a. List-Serves Controlled by ASNAU:
    - i. [students-info@lists.nau.edu](mailto:students-info@lists.nau.edu) – Every student registered with the University.

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- ii. [asnau-campus@lists.nau.edu](mailto:asnau-campus@lists.nau.edu) – Flagstaff Campus Students
  - iii. [asnau-statewide@lists.nau.edu](mailto:asnau-statewide@lists.nau.edu) – Statewide and satellite campus students.
  - iv. [asnau-ugrad@lists.nau.edu](mailto:asnau-ugrad@lists.nau.edu) – Undergraduate Students.
  - v. [asnau-grad@lists.nau.edu](mailto:asnau-grad@lists.nau.edu) – Graduate Students.
  - vi. [asnau-artsci@lists.nau.edu](mailto:asnau-artsci@lists.nau.edu) – College of Arts & Sciences Students
  - vii. [asnau-cet@lists.nau.edu](mailto:asnau-cet@lists.nau.edu) – College of Engineering & Technology Students.
  - viii. [asnau-fa@lists.nau.edu](mailto:asnau-fa@lists.nau.edu) – College of Fine Arts Students
  - ix. [asnau-hrm@lists.nau.edu](mailto:asnau-hrm@lists.nau.edu) – School of Hotel & Restaurant Management Students.
  - x. [asnau-cba@lists.nau.edu](mailto:asnau-cba@lists.nau.edu) – College of Business Administration Students.
  - xi. [asnau-coe@lists.nau.edu](mailto:asnau-coe@lists.nau.edu) – College of Education Students.
  - xii. [asnau-sbs@lists.nau.edu](mailto:asnau-sbs@lists.nau.edu) – College of Social & Behavioral Sciences Students.
  - xiii. [asnau-cesm@lists.nau.edu](mailto:asnau-cesm@lists.nau.edu) – college of Ecosystems & Science Management Students.
  - xiv. [asnau-comm@lists.nau.edu](mailto:asnau-comm@lists.nau.edu) – School of Communication Students.
  - xv. [asnau-hp@lists.nau.edu](mailto:asnau-hp@lists.nau.edu) – College of Health Professions Students.
2. The primary editor/moderator of all ASNAU controlled List-Serves is the [asnau-p@dana.ucc.nau.edu](mailto:asnau-p@dana.ucc.nau.edu) account.
    - a. The [asnau-p@dana.ucc.nau.edu](mailto:asnau-p@dana.ucc.nau.edu) account will be controlled by the ASNAU President, Public Relations Directors, and Technology specialist from year to year.
  3. Information transmitted via the [students-info@lists.nau.edu](mailto:students-info@lists.nau.edu), [asnau-campus@lists.nau.edu](mailto:asnau-campus@lists.nau.edu), or the [asnau-statewide@lists.nau.edu](mailto:asnau-statewide@lists.nau.edu) List-Serves shall only go out on Tuesday's and Thursday's for a maximum of two days per week.
    - a. Any registered Club or Organization is eligible to request information to be sent out via these List-Serves.
  4. Information transmitted via the [asnau-grad@lists.nau.edu](mailto:asnau-grad@lists.nau.edu), [asnau-artsci@lists.nau.edu](mailto:asnau-artsci@lists.nau.edu), [asnau-cet@lists.nau.edu](mailto:asnau-cet@lists.nau.edu), [asnau-fa@lists.nau.edu](mailto:asnau-fa@lists.nau.edu), [asnau-hrm@lists.nau.edu](mailto:asnau-hrm@lists.nau.edu), [asnau-cba@lists.nau.edu](mailto:asnau-cba@lists.nau.edu), [asnau-coe@lists.nau.edu](mailto:asnau-coe@lists.nau.edu), [asnau-sbs@lists.nau.edu](mailto:asnau-sbs@lists.nau.edu), [asnau-cesm@lists.nau.edu](mailto:asnau-cesm@lists.nau.edu), [asnau-comm@lists.nau.edu](mailto:asnau-comm@lists.nau.edu), [asnau-hp@lists.nau.edu](mailto:asnau-hp@lists.nau.edu) List-Serves shall be approved by ASNAU advisors and the ASNAU President. The use of these List-Serves shall not exceed two per month per List-Serve.
    - a. Clubs & Organizations are not eligible to request information to be sent out via these List-Serves
    - b. Academic lists shall only be used for the following reasons:
      - i. Academic information/announcements.
      - ii. Senator forum/program announcements.
      - iii. Graduation information and announcements.

5. Only the ASNAU President, Public Relations Directors, and Technology specialist shall have discretion over information sent out via ASNAU List-Serves.
  - a. All List-Serve Communications must be approved by the ASNAU President.
6. ASNAU List-Serves shall have the ability for recipients to voluntarily unsubscribe.
7. List-Serves not controlled by ASNAU shall fall under the same guidelines in Sections I & II.

### Section III: Print Policies

1. Recognized student organizations and university departments may place posters on stands and/or easels with the permission of the individual building managers. (Posters in this instance shall be defined as signs, advertisements, handbills, announcement, banners, cards and other information devices).
2. Posters may be placed on campus bulletin boards and kiosks with the following provisions:
  - a. That they be authorized for posting by the building manager of the building(s) involved.
  - b. That they do not exceed 14 inches by 22 inches in size.
  - c. Fliers, posters, or notices about non-university functions or services must be approved by the Office of Student Life.
  - d. All notices must be dated with the maximum of 14 days of posting allowed.
3. It shall be the responsibility of the organization, department, candidate, or sponsor to remove all posters no later than 5:00 p.m. on the following day of the announced event, election, or deadline.
4. Poster copy must include the full name of the sponsoring organization or it will be removed.
5. There shall be no signs or posters placed on trees, utility poles, doors, walls, or windows of the campus buildings, or the windows of autos, or on any painted surface on campus.
6. No one place posters or any advertisements or notices in any residence hall, without written permission of the Residence Hall Director.
7. Individuals distributing literature by hand must complete a solicitation permit available in the Office of Student Life. Individuals are not to block building entries/exits, walkways or streets. The individual(s) distributing literature is/are also responsible for cleaning any liter that is related to the distribution efforts.
8. The university does not allow door-to-door solicitation or distribution of literature.