



**RHODES UNIVERSITY**  
*Where leaders learn*

## **POLICY for ADVERTISING on campus for Students**

### **1. POLICY PARTICULARS**

COMMENCEMENT DATE: July 2009  
REVISION HISTORY: September 2013

REVIEW DATE: 3-yearly

POLICY LEVEL: All University students

RESPONSIBILITY:

**Implementation & monitoring:**

- \* The Dean of Students, through the Student Services Council, will ensure that the various strategies outlined in this policy are implemented.
- \* Specific task-linked responsibility rests at several levels, as follows:
  - Controlling of student society / clubs marketing, sponsorship: Dean of Students
  - Increasing awareness: Dean of Students, SRC, Sports Administration; Proctors

**Review and revision:**

The Policy will be reviewed by the Student Services Council every three years.

**Reporting structure:** Dean of Students → Student Services Council → Senate → Council

### **2. POLICY STATEMENT**

This policy aims to provide guidelines for students, student organisations, clubs and societies in order to ensure that all publicity material, campaigns, advertisements for functions and all recruitment drives on campus which seek to increase membership conform to the following principles:

- Orientation Week is devoted to ensuring that students receive sufficient, appropriate information to enhance their chances of academic success, and to assist them to adjust to the social and cultural demands of university life.
- students are young adults, able to make choices about their life-styles, and the University encourages an enlightened, mature and responsible approach to recruitment and advertising which respects each student's rights to make personal choices without any undue pressure
- advertisements should uphold all constitutional values in terms of the textual and visual messages they convey

- the University espouses environmentally responsible use of resources, and prides itself on its attractive campus. The excessive use of posters and leaflets is therefore discouraged.

### **3. POLICY OBJECTIVES:**

This policy aims to

1. Adhere to the South African Constitution, and most particularly to Section 16 of the Bill of Rights, which states that everyone has the right to freedom of expression, in the press and other media, freedom to receive or impart information or ideas, and freedom of artistic creativity, but that this right does not extend to propaganda for war, incitement of imminent violence or advocacy of hatred that is based on race, ethnicity, gender or religion, and that constitutes incitement to cause harm.
2. ensure that students are not subject to any pressure to make particular life-style choices during Orientation week.
3. To protect the campus community from distracting commercial and promotional materials and activities sponsored or jointly-sponsored by non-Rhodes entities.
4. provide equal access to the space designated for the promotion of campus news, information, policies, programs, and events, while protecting campus property
5. provide a means for students, recognized student organizations, campus departments and other University organizations to provide information and promote activities, events, and services.
6. maintain and improve the appearance of the physical environment of the campus, and ensure that the surroundings are aesthetically pleasing.

### **SCOPE**

This policy applies to all forms of advertisements, both paper-based and electronic (Facebook, Twitter, etc), issued by Rhodes University students and recognized student society organizations. The policy regulates all areas on campus which are University property as well as all University websites.

### **4. POLICY IMPLEMENTATION**

#### **4.1 Recruitment and marketing during Orientation Week:**

- 1 During Orientation Week no societies, be they sporting, cultural or religious, have the right to mount aggressive campaigns to persuade students to join them.
- 2 Unwanted “ambush marketing” of any kind is an intrusion on the personal privacy of our students, whose focus during O-week should be primarily on their academic programmes. New students are reminded that it is their right to resist such approaches by representatives of any such society.
3. Students are encouraged to report any harassment of this kind to the office of the Dean of Students.

4. During Orientation Week the designated area for all societies to publicise themselves and for companies to do their general marketing is the close vicinity and surroundings of the Bantu Stephen Biko Students Union. All such marketing and recruitment drives may take place only on the specific days and between specific hours as announced annually by the office of the Dean of Students after consultation with the SRC.
5. In order to reserve a space, marketers should contact the SRC offices.

#### 4.2 Advertising on campus

1. All advertisements promoting any student-based activity (paper-based or electronic) must have a clear indication of authorship, contact details and a date of expiry.
2. All such advertisements must have the prior approval of the Dean of Students (See Attachment A). Prior approval is not required for private transactions such as the sale of textbooks or digs adverts.
3. This restriction applies to posters, stickers and flyers as well as to advertisements using the name of Rhodes University or appearing on official Rhodes websites.
4. The relevant Hall Warden must give prior approval for all *Hall-based posters*.
5. Adverts may not contain graphic or written material that is obscene, pornographic, vulgar, libellous, racist, sexist, homophobic or is in violation of the Constitution of South Africa.
6. No swearwords, expletives or offensive slang terms may be used. This prohibition also includes the use of asterisks to avoid the explicit spelling of an obviously offensive word.
7. Adverts may not portray alcohol, drugs or female or male bodies as a necessary or desirable adjunct to social or sexual success.
8. No poster may incite dislike or hatred or encourage its readers to cause harm or physical damage.
9. Advertisements shall not use low-cost alcohol or large quantities of alcohol as an inducement to join an SRC society or Sports Club or attend an event.
10. Materials to be posted may not display trade marks and/or reference to illegal drugs
11. No advertisement is permitted to obstruct the plain view of any other advertisement.
12. Posters may be displayed for a maximum period of one month, after which the responsible person must remove them
13. Posters may **only** be displayed on official notice boards or display areas. Students who put posters on a surface not specifically designated or reserved for this purpose will be in contravention of section 4.12(e) of the Student Disciplinary Code. Such posters will be removed.
14. Societies / Clubs etc. may display only **ONE** poster per notice board.
15. Outside organisations and companies are not permitted to advertise on campus without prior approval from the Registrar.

### **3.3 REVIEW PROCEDURE:**

The Dean of Students shall set up a sub-committee to reconsider the effectiveness of this Policy at the beginning of 2016. This committee should include the following people, or their nominees:

- Head: CPU
- Head: Sports Administration.
- President and Societies Counsellor of the SRC
- A University Prosecutor

The Committee will submit the revised policy to Student Services Council, and then to Senate and Council for consideration. If revisions are recommended and approved, a copy of the revised policy must be widely distributed and the web version must be updated.

Breaches of the policy will be addressed via the University's Disciplinary Code.

**ATTACHMENT A**

**STUDENT REQUEST FOR PERMISSION TO ADVERTISE AT RHODES**

I / We hereby request permission to display the **attached** advertisement/poster  
I undertake to remove all copies within 2 weeks of the expiry date:

Name of Society / Club / Organisation

..... / N/A

Name of responsible student .....

Student number .....

Cell number .....

Address in Grahamstown .....

.....

Place where advert will be displayed .....

Duration of display (2 weeks): From .... / .... / .... To .... / .... / ....

Signature.....

**PERMISSION GRANTED**

I, the undersigned, have checked the **attached** draft advertisement, and I approve it in terms of the Rhodes University Advertising Policy for Students.

Name .....

Designation.....

Signature.....

Date .... / .... / .....

Official stamp:

*Please keep this document until the expiry date*