

UAM OPERATING PROCEDURE 740.1

BANNER/SIGNAGE INSTALLATION ON CAMPUS OWNED/CONTROLLED PROPERTY

The posting of banner/signage or other exterior announcement materials on the campus must be approved through the Office of Student Programs and Activities. Approved banner/signage may only be posted in designated areas which include six (6) premium banner/signage sites throughout the campus and/or the chain link fence of the football field and tennis courts. No posting or display should take place until confirmation of approval has been made by the Director of Student Programs and Activities.

Banner/signage may only be used during the approved times of the related activities on campus and should be removed immediately after such activities are completed. Any unapproved banner/signage posting is strictly prohibited and will be removed immediately. The sponsoring department, organization, and/or individual posting unapproved banner/signage will be sanctioned accordingly through the Office of Student Engagement and/or University Police Department.

Banner/signage used for promotional or informational purposes may be displayed for periods up to fourteen (14) days. Extending the time for the display of promotional or informational banner/signage must be obtained from the Vice Chancellor for Student Engagement or his/her designee.

The Office of Student Programs and Activities will manage the content and approval of banner/signage on the campus. Institutional banner/signage campaigns will take precedence over all university department/student organization banner/signage campaigns. The University reserves the right to deny banner/signage placements for expression that is obscene or defamatory, or consists of fighting words, threats of physical harm, or incites imminent lawless action. No banner/signage shall be affixed to University buildings, exterior facilities, any other permanent structures, or vehicle windshields. Exceptions will be made for University sponsored function that include, but are not limited to: Orientation, Homecoming, Parent/Family Appreciation Day, Weevil Welcome, Registration, Commencement or other events explicitly approved by the Executive Council.

Revised: June 11, 2024

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July 1, 2011