

 <b>The University of British Columbia Board of Governors</b>	<b>Policy No.:</b> <b>UP10</b>
<b>Long Title:</b>  Advertising	
<b>Short Title:</b>  Advertising Policy	

### Background & Purposes:

On-campus and off-campus advertising are potentially powerful communication tools that can be used to promote the many and diverse objectives, services, events and products of the University. Inappropriate use of advertising could result in offending communities UBC serves, whether by advertisement content, style, medium or amount or could violate agreements in place with corporate sponsors, contracted vendors and strategic partners.

This policy is intended to:

- describe the criteria and authority for on-campus advertising
- foster off-campus advertising that promotes the objectives of the University
- describe the authority and criteria for approval of advertising

See also the Signage Policy.

## 1. General

1.1 Authority for on-campus advertising by non-UBC entities must be obtained in writing from the Vice President or Dean responsible for the area where the advertising will occur. If this advertising is University-wide, written permission from the President is needed. This does not include posters/ brochures/signage destined for University notice boards designated for general use or for outdoor kiosks provided for that purpose.

1.2 Decisions by the President, Vice-Presidents and Deans about permission for non-UBC entities to advertise are based on the following criteria:

1.2.1 dollar value

1.2.2 impact on the campus

1.2.3 duration of the advertising

1.2.4 location

1.2.5 consistency with UBC's image and scholarly mission

1.2.6 messages not misleading

1.2.7 style

1.3 The authority for on-campus advertising by UBC units is the Administrative Head of Unit.

1.4 All off-campus advertising about UBC (including, but not limited to TV, radio, newspaper, Website, journal, magazine, stationary, business cards) must have the written authorization of the Administrative Head of the unit generating the advertising.



## PROCEDURES ASSOCIATED WITH THE ADVERTISING POLICY

*Pursuant to the Regulatory Framework Policy, the President may approve Procedures or the amendment or repeal of Procedures. Such approvals must be reported at the next meeting of the UBC Board of Governors or as soon thereafter as practicable.*

*Capitalized terms used in these Procedures that are not otherwise defined herein shall have the meanings given to such terms in the accompanying Policy, being the Advertising Policy.*

### **1. Reflecting UBC Values**

- 1.1 Advertising should reflect the values of scholarship and service for which UBC stands, and be appropriate to the specific program, service, event or product that is being advertised. In achieving a balance between units' needs to raise money and publicize services through advertising and a desire to retain the esthetic integrity and scholarly ambience of the Point Grey campus and other UBC sites, those granting permission should take into consideration many factors, including: advertising location, size, duration, dollar value, consistency with UBC's image and scholarly mission, messages not misleading, precedence, style and overall impact.

### **2. Exclusive, Contracted and Preferred Vendors**

- 2.1 UBC has exclusive contracts with certain vendors. To keep the campus informed about exclusive arrangements, the Business Relations arm of External Affairs periodically, and at least annually, circulates to all units a list of exclusive agreements in force.
- 2.2 UBC also confers "contracted vendor" and "preferred vendor" status on some of its suppliers. In negotiating these vendor agreements, UBC's goal is to give first right of refusal for advertising to contracted or preferred vendors.
- 2.3 Because it is vital that agreements for exclusive, contracted or preferred vendors be respected, those authorizing advertising are to confirm the eligibility of the proposed advertiser with the Director of Supply Management and the Manager of Marketing before entering into any agreement. Supply Management can advise departments how to contact contracted or preferred vendors for advertising.

### **3. Authority to Sign Agreements**

- 3.1 Any advertising agreement for money or "in-kind" consideration is to be finalized in accordance with Signing Resolutions #7 and #9.

#### **4. Joint Advertising with Co-sponsors**

- 4.1 Because joint advertising can be interpreted as UBC's endorsement of a product or service, permission for the joint display of UBC's logo or trademark with those of external entities must be received from the Dean or Vice President (or designate) responsible for the area/activity. Collaborative programs with other educational institutions, Open House, the UBC Calendar, and the Chan Centre are examples of events and venues that have in the past received permission to seek sponsors to promote UBC events and activities.

#### **5. Conflict of Interest**

- 5.1 Units selling advertising may not promise to support vendors who purchase advertisements by purchasing goods or services from vendors in return. Purchasing decisions are made in accordance with the Purchasing Policy.

#### **6. Use of Advertising Brokers**

- 6.1 Units may utilize advertising brokers to assist in selling advertising for university publications provided they supervise the work done for:
- 6.1.1 respecting any exclusive, contracted or preferred vendor agreements in place
  - 6.1.2 setting guidelines as to the appropriateness of certain advertising and certain sponsors
  - 6.1.3 establishing guidelines for the interaction of the broker which is acting on UBC's behalf and potential advertisers
  - 6.1.4 finalizing advertising contracts only after all advertisements have been vetted by the UBC Administrative Head of Unit or designate.

#### **7. Pre-approval of all advertisements before publication/airing**

- 7.1 At issue is UBC's reputation, and under all circumstances, ads should be reviewed before publication, in whatever medium, by the Administrative Head of Unit or designate.

#### **8. Pre-approval for use of personal information**

- 8.1 When UBC advertisements are designed to contain the name, photograph (where the individual is identifiable), or direct quotations of a person, it is advisable to have the person sign a consent form. A sample consent form is attached to this policy.

#### **9. Definition**

- 9.1 *An Administrative Head of Unit* is a Director of a service unit, a Head of an academic department, a Director of a centre, institute or school, a Principal of a college, a Dean, an Associate Vice-President, a Vice-Provost, the Registrar, the University Librarian, a Vice-President or the President.

## Sample Consent Form

### *The University of British Columbia*

#### *Consent Form*

For good and valuable consideration, the amount and sufficiency which is hereby acknowledged, I consent and authorize The University of British Columbia and its employees and agents

- to take still pictures, motion pictures, sound recordings, and/or video recordings of me (collectively, the “materials”)
- to use and adapt such materials in its educational programs and/or in promoting UBC programs or activities at any time or place and in any medium in the future

I agree to indemnify, hold harmless and release UBC, its Board of Governors, employees and agents from any and all claims arising from such material.

All such still pictures, motion pictures, sound recordings and/or video recordings become the property of UBC. I agree to assign my copyright, including performers rights, in the materials to UBC. I agree to waive all moral rights I may have in the material in favour of UBC in perpetuity.

Signed at: \_\_\_\_\_ this \_\_\_\_ day of \_\_\_\_\_.

Witness

Signature: \_\_\_\_\_

Name (print): \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_