

# Discussion: Publicity Policy

**Proposer:** Lloyd James, Council Chair

**Introduction:** The Publicity Policy, which is owned by Council and which sets out the rules around all kinds of publicity done by the Union and constituent parts of the Union (including CSPs, reps, etc), is due for renewal. The Chair is keen to take direction from Council in how this paper should be amended. The current version of the Policy is included as an appendix.

## **Topics for Discussion:**

1. Is the scope of the Policy too broad / too restrictive? E.g. the following examples which are statements of the Policy / implications of the Policy if followed closely:
  - a. All CSP posters, emails, social media content, and branded clothing must carry the ICU logo or a Faculty Union logo.
  - b. Publicity material bearing political/controversial content may be prohibited if it is not seen to “maintain good campus and community relations”.
  - c. All CSP events must be put on the Union What’s On Calendar unless open to club members only.
  - d. ‘Publicity stunts’ may not occur on the Queen’s Lawn, Queen’s Lawn Terrace, Prince’s Gardens or Upper Dalby Court without the consent of the College Secretary.
2. Are the Union President and DPCS appropriate as the designated approvers of:
  - a. Larger than A2 posters
  - b. Distribution of content produced by external groups
  - c. Other exemptions from the Policy
3. Is the requirement that English translation must be of equal or greater prominence than foreign language on publicity materials always appropriate?
4. Currently the Silwood CU is permitted to make amendments to these rules for their campus. Is this necessary / appropriate given this flexibility does not exist for other campuses?
5. Is the set of locations where postering is automatically allowed complete and up to date?
6. Is it clear who is responsible to enforce this Policy, particularly when it comes to ICU-managed locations?
7. Are there any other areas of the Policy that ought to be amended?