



## 02.350 Banners, Posters and Temporary Outdoor Signs (Non-University Sponsored Individuals or Groups)

**Authority:** Chancellor

**History:** Established September 18, 2020

**Sources of Authority:** UNC Code, Section 502; UNC Policy 1300.8

**Related Links:** [Facilities Use Policy](#), [Code of Student Life](#); [Policy 02.340 Freedom of Expression By Non-University Sponsored Individuals or Groups](#); [Policy 05.304 Statement of Principles Regarding the Marketing of Alcoholic Beverages](#)

**Responsible Offices:** Campus Life

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### I. Purpose

This policy establishes standards and requirements for the display and/or posting of banners, posters, and other temporary outdoor signs on University facilities by Non-University Sponsored Individuals or Groups. These content-neutral standards and requirements enable the University to protect its constituents' rights to the freedom of speech, as well as provide a safe environment and preserve campus aesthetics.

### II. Scope

This policy applies to Non-University Sponsored Individuals or Groups, as more fully defined herein.

Other categories of UNCW community members and constituents shall abide by University policies, procedures, and/or practices applicable to them:

- **Students and Registered Student Organizations (RSOs)** are subject to the provisions of the Code of Student Life, specifically section VI-3. The Campus Activities and Involvement Center provides numerous [resources and guidance](#) for the creation and approval of banners.
- **Academic units** may post or display temporary signage pertaining to academic events or other academic initiatives on the exteriors of appropriate academic buildings and surrounding grounds, upon approval of the relevant dean and in consultation with the Office of Facilities.
- **Athletics and other divisions and administrative units** may post or display temporary signage consistent with the respective missions of those offices, upon approval of the relevant vice chancellor or Cabinet member (or delegate), and in consultation with the Office of Facilities.

### III. Definition

**Non-University Sponsored Individuals or Groups** consist of individuals or groups that are:

- Not sponsored or approved by an academic or administrative unit or RSO (see II above); *and*,
- Either (1) unaffiliated with the university, *or* (2) if affiliated with the university via staff, faculty, student, or alumni status, not within their official capacity or not within the scope of their job duties.

A Non-University Sponsored Individual or Group may be an individual, not-for-profit organization, for-profit organization, or other body (however formally or informally associated or organized).

### IV. Conditions for Temporary Postings and Banner Display

#### A. Permissibility

Non-University Sponsored Individuals or Groups are permitted to display banners, posters, lawn signs, and other temporary signage during their reserved speaking time(s) in accordance with [Policy 02.340 Freedom of Expression By Non-University Sponsored Individuals or Groups](#).

Non-University Sponsored Individuals or Groups may not otherwise display banners or other large temporary signage on campus unless:

1. The display will occur in a Permissible Location, as detailed in Section IV.B.4.b;
2. The display promotes an activity or event on campus for which space has been reserved in accordance with [Policy 02.140 Facilities Use Policy](#); and,
3. Approved by Campus Life in accordance with procedures and standards established by that office.

Posters, notices, and other small posted signs are permissible in accordance with the requirements below.

#### B. General Rules

##### 1. Prohibited Content

No banners, posters, or other temporary signage shall contain obscene, vulgar or libelous material, nor should any material be posted or displayed that contains information in violation of any federal, state or local law or seeks unauthorized solicitation. Posted or displayed materials or information involving alcohol must be in accordance with the marketing practices described in University Policy 05.304, Statement of Principles Regarding the Marketing of Alcoholic Beverages. For example, such advertising should avoid reference to drink specials, graphics or pictures depicting the use of alcohol, and terminology that promotes excessive alcohol consumption, such as “bash,” “\$.25 drafts,” etc.

All signage must be in compliance with all local, state, and federal laws and all pertinent UNCW policies, such as, but not limited to, freedom of expression areas and political activities.

## **2. Partisan Political Activities**

Each member of the University community has the right to express his/her views on any subject, including advocacy for/against political candidates or positions. However, in exercising these rights, neither an employee's position nor University resources can be used. In addition to employment obligations, reasonable time, place, and manner restrictions apply to all political activity, *e.g.*, complying with applicable University policies for the use of facilities. All postings and displays must comply with North Carolina law, UNC System policy, and University guidance on partisan political activities on campus. A fuller description can be found on the [Office of General Counsel's website](#).

Posting and displays of temporary signage related to the University's role as host of a polling location may be governed by separate requirements established jointly by UNCW and the New Hanover County Board of Elections that supersede, or must be adhered to in addition to, this policy.

## **3. Date and Duration**

Banners, postings and other temporary signs must be dated with the day of posting and normally should not remain beyond 14 days or within 24 hours after the event, whichever comes first. Postings should not be placed over existing postings; however, outdated material (over 14 days old) may be removed to make room for upcoming events or following final exam weeks.

## **4. Location**

### **a. Posters and other small signage**

Posters, notices, and other temporary, posted signs must be placed on bulletin boards designated for that purpose, which are located throughout the campus. All bulletin boards or other means of posting materials are under the jurisdiction of the college, school, department or administrative office that maintains them, which may enforce size limitations for posted materials. Lawn signs are not permitted.

Locations for Non-University Sponsored Individuals or Groups to post small signage:

- Fisher Student Center, near info desk
- Randall Library, bulletin boards in entrance lobby
- Warwick, hallway across from the cashiers' window
- Distributed in student organizations' mailboxes
- NOT in CAIC windows or on CAIC boards

### **b. Banners and other temporary large signage**

Permissible locations for posting banners and other temporary large signage:

- a. Fisher University Union – outside – north side poles; inside – designated locations (2);
- b. Fisher Student Center – designated locations inside (3);
- c. Chancellor’s Walk – near Osprey Hall;
- d. Wagoner Dining Hall outside – west entrance poles; and
- e. Residence Life Recreation Field – poles (near softball field).

In locations where poles are designated, the poles must be used. Banners and other temporary large signage may not be hung or affixed on the water tower, clock tower, or attached to buildings without consultation with the Office of Facilities.

All banners/large signage shall be approved by Campus Life. If banners/large signage are not properly approved or displayed, they will be taken down (see IV.A.3). Banners/large signage must be removed within 24 hours after the event or after 14 days of posting, whichever comes first.

## **V. Enforcement and Discipline**

Groups and individuals violating this policy will be responsible for any clean-up and restoration costs (*e.g.*, paint removal, cleaning) to the facility. Violations that result in the defacement of public property may be criminally charged pursuant to N.C.G.S. § 14-132(a)(2).

Any member of the University community found in violation of this policy shall be subject to disciplinary action, depending on the nature and severity of the violation and in accordance with established procedures.