

BOLGATANGA TECHNICAL UNIVERSITY



POSTING AND COMMUNICATION POLICY

2022

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1.0 DEFINITION OF TERMS

Banners: A temporary form of exterior advertising or signage printed on a lightweight material such as cloth, plastic or board, and hung by means of a pole, light fixture, ropes, hooks or from windows.

Flyer: A small printed notice which is used to advertise a particular company, service, goods or events.

Poster: A large notice or picture that is stuck on a wall or board often in order to advertise something.

2.0 INTRODUCTION

This policy covers the posting of all advertisements, flyers and posters on Bolgatanga Technical University property and installations.

The purpose of the policy is to provide access to designated space for the promotion of activities within the University.

3.0 Scope of the Policy

The policy applies to students and staff of the University and the general public who wish to post information.

The requirements listed in this policy are for general posting areas on the campuses. This policy has been developed with reference to other operational documents of the University. All questions regarding this policy should be directed to the Public Affairs Office.

4.0 General Guidelines and Responsibilities

4.1 Guidelines on Posting

- i. Any item for general posting on the University campuses and installations with the exception of material posted on departmental notice boards shall require approval for posting from the Public Affairs Directorate. The Public Affairs Directorate shall stamp the posters to indicate the type of notice board on which it may be displayed. Approved posters shall be forwarded to the Works and Physical Development Directorate which shall carry out the posting.
- ii. Departmental Notice Boards: Departmental Notice Boards shall display posters relating to subject contents and events of interest to the specific departments.
- iii. Campus Notice Boards: Campus Notice Boards shall display posters relating to on-campus events and issues specific to the

- general University community. Sections of each Campus Notice Board may be designated for one or more specific uses, such as; Campus security Committee, University Students' Association, Admissions, National Service, industrial attachment and any such services to be determined by the Public Affairs Directorate.
- iv. The approval process for posting shall require a minimum of two (2) days. However, in emergency situations, the approving Office may consider a lesser time.
 - v. Two weeks' notice is required for approval for the posting of general campus posters prior to the event.
 - vi. Posting on department and faculty notices requires the approval of the head of faculty/department.
 - vii. Approved materials may be posted not more than 2 weeks prior to the event.
 - viii. Only recognized student organizations, academic units, faculties, staff, and students may post on both Departmental/Faculty notice boards and Campus Notice Boards.
 - ix. Commercial postings by off-campus businesses, organizations, entities and individuals may be permitted ONLY on Campus Notice Boards after prior approval by the Public Affairs Directorate.
 - x. The following locations are recognized as suitable Notices within the University:
 - a) Central Administration
 - b) Sumbrungu Hall
 - c) Ajene Hall
 - d) Library Complex
 - e) Bukere Campus
 - xi. The Works and Physical Development Directorate must remove all advertisements and postings within two working days after the event.
 - xii. All materials to be posted must adhere to the following general publicity guidelines:

- a) The organization or individual sponsoring the event must have its name and contact information (for example phone number, e-mail or website and/or postal address) visibly written in front of all publicity materials (poster, banner, flyers, etc).
 - b) Postings are not to be larger than “12x14” (A3 sheet).
 - c) Publicity materials must not seek to advertise alcohol. Materials which promote events where alcohol will be served must not overtly or covertly state or imply an invitation to participate in excessive drinking.
 - d) Publicity materials must not portray discrimination towards groups or individuals.
 - e) Approval for posting shall be limited to a maximum of 50 posters for each event or subject and not more than one poster for each event or subject may be posted on a single notice board.
- xiii At no time shall any material be posted or affixed on vehicles, trash cans, trees, sidewalks, support columns, lamp posts, buildings, benches, vending machines, telephone poles, windows or doors.
 - xiv Only one poster is allowed per notice board, regardless of board size.
 - xv An advertisement/posting shall not cover or block posted materials which are current/active.
 - xvi Removing existing active material is prohibited.
 - xvii Items may only be posted with pushpins, tacks or water-soluble glues. All other adhesives used to affix flyers, posters or banners on posting surfaces are strictly prohibited. NO STAPLE.
 - xviii Administration Block: the bulletin board at the administration block is open to all posters of the University. However, only approved notices shall be displayed.

4.2 Guidelines on Advertisement

- i Priority shall be given to advertisements of events sponsored by the University, Schools/Faculties, Departments and Units taking place in the University.
- ii Advertisements for activities not connected with the University may be posted based on availability of space.
- iii An advertisement must include the name of the sponsoring agency or organization and date of the event or meeting being announced. Undated material will be removed to accommodate postings for special events.
- iv The advertising of temporary, outdoor direction and information signs (non-roadway) must be approved in advance by the Works and Physical Development Directorate.
- v Advertisement to be displayed on electronic message screens at designated places must be given to the Relevant Officer in charge after approval by the Public Affairs and the Works and Physical Development Directorates.
- vi Senior Room: all advertisements in the senior common room must be done in tandem with the regulations for the use of Senior Common Room.
- vii Junior Common Room: all advertisements in the junior common room must be done in tandem with the regulations for the use of the Junior Common Room.
- viii All advertisements in and around the Library shall be regulated or guided in tandem with regulations for the use of the Library.

4.3 Guidelines on Banners

Hanging of banners within the University shall be permitted only in areas approved by the Works and Physical Development Directorate. Banners shall be hung by or under the supervision of the Works and Physical Development Directorate.

4.3.1 Banner Space Reservation

Only an authorized member of the University, Officer or sponsoring organization may make a request for a banner location. A banner location may be reserved for up to three days (including Saturdays and Sundays). Only one banner location may be reserved per sponsor for any given day. Requests for banner space reservations should be sent to the Public Affairs Directorate.

4.3 2 Banner Content and Approval

The Public Affairs Directorate shall approve the content of all banners. The Public Affairs Directorate reserves the right to reject banners at any time if the sponsor fails to abide by the policies set forth:

- i Banners must reflect a responsible attitude to alcohol.
- ii Banners which advertise events where alcohol will be served must not overtly or covertly state or imply an invitation to participate in excessive drinking.
- iii Banners may not degrade and/or discriminate against groups or individuals.
- iv Banners must have the sponsor's name printed on them.
- v Banners must not display any form of nudity.

4.3.3 Hanging Banners

- i Banners may be event-related
- ii Banners may be allowed to hang for a fixed period of time not exceeding 2 weeks prior to the event and the day(s) of the event itself.
- iii Banners posted must be removed within two days after the event advertised on the banner. If no dated event is advertised, the banner must be removed not later than thirty (30) days after its initial posting. The sponsor can however re-negotiate.

- iv Banners are to be hung in a manner that does not damage buildings.
- v Banners shall not cover windows or obstruct views into buildings.
- vi Banners to be hung would attract a fee which shall be revised from time to time.

5.0 Posting on Elections

All elections related to staff and students shall follow the guidelines below:

5.1 Staff Elections

- i. Staff elections posters and banners, for example, Convocation Representatives on boards and committees, must be approved by the Electoral Officer.
- ii. Location for postings on staff elections: Posters on staff elections may be placed on Campus Notice Boards or Departmental/ Faculty Notice Boards.
- iii. Posters or banners not conforming to these regulations shall be removed.
- iv. Violations of these regulations should be brought to the attention of the Electoral Officer or the Office of the Registrar.
- v. Posters for Convocation and Union elections shall be removed from the polling station area at the end of the period set by the University.

5.2 Students' Elections

For Students' Elections, the following must be adhered to:

- i. Each candidate may post a banner(s) not exceeding ten (10) square feet in total area, to be located in areas approved by the Works and Physical Development Directorate.
- ii. For students' elections, posters and banners may be displayed only during the period set by the Students' Representative Council (SRC) Electoral commissioner

and the SRC Public Relations Officer in consultation with the Dean of Students.

5.3 Prohibited Areas for Posters

Staff/students shall not affix posters on:

- a. Unpainted concrete walls, concrete blocks or stone surfaces and walkways.
- b. Wooden/glass doors to lecture theatres, painted surfaces and official vehicles.
- c. All other unapproved places.

6.0 Guidelines on Chalking

Chalking is reserved only for recognized Student Associations, societies as well as individual students. Chalking must adhere to the following guidelines:

- i. Chalking is permitted only on concrete or asphalt or pavements, sidewalks where rain can wash the residue.
- ii. Chalking under covered areas is prohibited.
- iii. Under no circumstances may groups or individuals chalk on horizontal or vertical parts of any campus building or structure, including stair cases, porches and posts, pillars or columns.
- iv. No graffiti, liquid or spray chinks, felt pens, permanent markers are allowed.

7.0 Hand Bills and Flyers

Hand bills shall be specifically handed to individuals or delivered through the various offices. Request for the distribution of handbills for events of students' elections must be made to the Office of the Dean of Students. In the case of students' elections, requests must be approved by the appropriate Electoral Officer.

8.0 Interior Building Posting (Laboratories, Libraries Etc.)

Posting in the interior of laboratories is under the purview of the individual laboratory custodian or department, and as such, anyone wishing to post in a laboratory should first check for the specific regulations for that laboratory.

9.0 Publications and Digital Display

9.1 Publications

All University publications distributed on campus must be placed in racks or pigeon holes which are reserved for specific offices. At no time shall any publication be placed on the ground for distribution by the Public Affairs Directorate.

9.2 Digital Displays

Advertisement on digital display monitors at the halls, hostels and other areas on campus shall be coordinated by the various hall and hostel masters/mistresses and the Estate Office in collaboration with firms that own same. Advertisement must, however, meet the requirements in the guidelines on posting/advertisement.

10.0 Violations and Sanctions

Sanctions for violating this policy by faculties, departments, units, staff, students, Associations and Unions shall include, but are not limited to:

- i. Fines and/or restitution.
- ii. Loss of future posting opportunity and/or loss of posting privileges.
- iii. For registered students' organizations, Associations, Societies, sanctions appropriate to the circumstance as prescribed by relevant portions of the Student Handbook and other operational documents of the University shall apply.

- iv. Staff and students who violate this policy may be subject to disciplinary action in accordance with the Statutes of the University.

11.0 Policy Implementation/Responsibilities

- i. The Public Affairs Directorate shall oversee and coordinate the implementation and review of this policy.
- ii. The Public Affairs Directorate reserves the right to reject publicity materials if they are deemed inappropriate or they fail to comply with the University's guidelines.
- iii. Sponsors are solely responsible for the content of their publicity materials. The University does not endorse or approve the content of publicity materials, programmes or services that the publicity materials promote.
- iv. The Works and Physical Development Directorate shall ensure publicity materials are removed within two (2) days after the event.