

SCampus Student Guidebook

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University Governance

Advertising, Promotion and Literature Distribution Policies

[Section PDF](#)

The Division of Student Affairs through Student Life and Involvement (SLI) oversees all advertising, promotions, literature, and publications distribution on the USC campus in order (1) to protect the rights enumerated in the university policy on Free Expression and Dissent, (2) to help foster and maintain a campus atmosphere of personal responsibility and mutual respect; (3) to allow for maximum promotion of student events; and (4) to ensure a safe environment of order and cleanliness on campus. This will aid in creating a campus that promotes the well-being of its students, faculty, staff, and visitors and will provide events with effective publicity and exposure.

General Regulations

1. Content of all printed materials posted or distributed on campus must:
 - a. Contain no material which may incite readers to imminent lawless action.
 - b. Contain no advertisements for “Term Paper Mills” or other products or services which undermine the academic integrity of the university.
 - c. Contain no derogatory language or material that is aimed at harming a specific person or an organization’s reputation.
 - d. Contain no advertisements or promotions for alcoholic beverages, illegal drugs or drug paraphernalia.
 - e. Contain no “fighting words” meaning language which (i) the speech, considered objectively, is abusive and insulting rather than a communication of ideas and (ii) is actually used in an abusive manner in a situation that presents an actual danger that it will cause a breach of peace.
2. Any material that is not written in English requires a translation to be kept on file with the Scheduling Office in ADM 299.
3. Any groups or organizations not recognized by the university will be considered either “commercial” or “personal,” including non-profit organizations.

Table Reservations

The university offers 10 table spaces in the center of campus to be used primarily to disseminate information to the university community. Tables can also be reserved for fund-raising or donation collections, with approval from the Office of Campus Activities. To avoid obstructing walkways and protect the community from fraudulent practices/services all table spaces must be reserved through the Scheduling Office. No one is permitted to bring his or her own table. Tables are reserved on a first-come, first-served basis.

1. Recognized student organizations, students and campus departments may reserve table space on Trousdale to promote events or distribute materials through the Scheduling Office, (213) 740-7749, via the online reservation request form at www.usc.edu/scheduling.

2. Tables can only be placed on the east side of Trousdale (near Alumni Park) and the grassy median on

Trousdale. Tables are not permitted at Tommy Trojan (unless the organization is sponsoring an event at Tommy Trojan) or anywhere on the Bovard side of Trousdale Parkway.

3. Tables are available for pick up at the Scheduling Office. Tables not picked up within the first hour of the reserved time will be released. Fees will be assessed for tables not returned on time. Tables are reserved on a first-come, first-served basis. The replacement costs of tables and chairs not returned will be charged to the organization/department.

4. Student organizations, students, campus departments and off-campus organizations cannot supply their own tables and chairs. Tents and large props are not permitted at tables unless prior approval is granted from the Scheduling Office.

5. Off-campus individuals and organizations may request table space via the online form at www.usc.edu/scheduling. There are rental fees for tables used by off-campus clients. Tables may not be used for the solicitation of business or the selling of merchandise. Contact the Scheduling Office at (213) 740-7749 for rate information. All materials being distributed at the table must be submitted to the Scheduling Office at least two weeks prior to the reservation date.

6. Off-campus individuals or organizations may not rent table space during the first week of any semester or during any official university functions such as homecoming and commencement.

7. Off-campus organizations or individuals must have the written permission from the Scheduling Office to distribute literature anywhere on campus. All approved organizations and individuals must keep their written permission and appropriate identification visibly displayed with them at all times on campus. Please see the [Literature and Publications Distribution Policy](#) for additional information.

8. No amplified sound is permitted during tabling reservations.

9. Table reservations must be cancelled at least two business days prior to the event to avoid penalty.

Posting

Student Life and Involvement (SLI) maintains several posting kiosks across campus where university students may staple posters or flyers without prior approval. Posting on bulletin boards not controlled by SLI must be approved by the staff of the principal department in that building. It is the university's intent to limit the use of departmental bulletin boards to information relating to that department, unless otherwise posted.

In order to advance the university's objectives, to control the number of posters or flyers posted, and to ensure appropriate use of university facilities and property, limits may be placed on the number of posting locations that commercial or personal groups may use.

The individual or organization responsible for the posting must be identified.

Posting is prohibited in the following areas or in the following ways:

1. all trees and hedges

2. the ground, taped or loose
3. buildings (including glass windows, doors, walls, and columns)
4. Tommy Trojan and all other statues
5. trash cans
6. all lamp posts
7. telephone booths/telephone poles
8. parking lots and structures
9. on top of other previously posted materials
10. fountains
11. chalking
12. electronic flyers or materials distributed via USC listservs

The individual or organization responsible for posting will be held accountable for any violations and associated fees.

Literature and Publications Distribution

1. Student Life and Involvement (SLI) oversees the in-person distribution of literature (including posters, handbills, and pamphlets) and publications on the campus and the compliance of individuals and organizations with this policy.
2. All university faculty, staff, students and recognized organizations may distribute literature anywhere on campus provided such distribution does not affect the scheduled activities in that area and does not interfere with the essential operations of the university. Any organization or individual must comply with a request from any and all members of the university community for a copy of the material being distributed.
3. If more than five individuals will be distributing literature, individuals must complete an Event Request form and wait for event confirmation. Reservations are granted on a first-come, first-served basis.
4. A representative from the organization or an individual (as the case may be) must be present with a copy of their SLI Scheduling Office confirmed Event Request form whenever literature is distributed by more than five individuals in any campus area. This process ensures prior notification to requested area occupants regarding the activity, works to alleviate misunderstandings, lessens the chance for actions against individuals or organizations distributing literature, and works to alleviate impediments to the flow of traffic across campus or into entrances or out of exits of campus buildings. These requirements do not apply to normal academic activities within the program of any school of the university.
5. If any literature contains language other than English, then a copy of the translated information must be on file with the Scheduling Office.

6. Off-campus organizations, individuals or vendors must have the written permission of the Scheduling Office to distribute literature or conduct transactions anywhere on campus. All approved organizations, individuals or vendors must keep their written permission and appropriate identification visibly displayed with them at all times on campus.

7. Publications including but not limited to newspapers and magazines can be distributed in the seven designated three-tier distribution bins throughout campus. The top tier of each bin is reserved for official university publications. The second tier is reserved for distribution of publications produced by university departments and recognized student organizations and will be scheduled on a revolving basis. The bottom tier will be used for off-campus publications.

No preprinted manually inserted sheets of information (flyers, advertisements or any other information message sheets) are allowed inside the pages of any official university publication.

Banners

1. The Scheduling Office maintains 12 locations on Trousdale Parkway and four locations along the Campus Center construction fencing for banners. These areas may be reserved by recognized student organizations or campus departments. Banner spaces are not available for off-campus organizations or individuals. Reservations are available online at www.usc.edu/scheduling.

2. Students must create their own banners and, after reserving the space through the office, may place them on an assigned banner use space. Banners must conform with the content restrictions described under the General Regulations heading in this policy and can be no larger than 10' x 3' for Trousdale locations.

3. Banners may only be mounted on campus buildings if: (a) permission is obtained by the occupants of the building; (b) such banners are professionally produced; (c) they meet design criteria established by the university architect's office; (d) they are consistent with the university's graphic identity guidelines; and (e) such banners are for identification of the academic program, department or school housed within the building on which the banner is mounted. Banners may not be mounted on guide wires suspended between campus buildings.

4. The recognized student organization, student or campus department reserving the space is responsible for their banner. The Scheduling Office is not responsible for lost, damaged or stolen banners.

Trousdale Light Post Banners

1. The Scheduling Office maintains 11 light post locations on Trousdale Parkway for pole panels. The light poles may be reserved by recognized student organizations or campus departments at least four weeks prior to the desired first date of banner display.

2. Panels may only be mounted if such banners are: (a) professionally produced; (b) meet design criteria established by the university architect's office; (c) are consistent with the university's graphic identity guidelines; and (d) are for identification of the academic program, department or event. In addition, pole panels must: (a) be produced at the suggested university vendor, contact the Scheduling Office; (b) fit the dimensions of the existing mounting hardware (2' by 4'); and (c) use a minimum of five of the 11 available

poles. If the proposed banner design includes text, such text must prominently feature the name of the campus organization and the name of the campus event. A copy of the proposed panel design should be submitted to the Scheduling Office at least four weeks prior to the desired first date of banner display.

3. The reserving organization will arrange for the light pole panel installation and removal. Charges will be the responsibility of the student organization or campus department.
4. A representative from the student organization or campus department is responsible for meeting the light pole panel installer at installation and removal of panels to deliver and accept their panels.
5. The student organization or campus department is responsible for the storage of their pole panels.

Violations

1. Non-compliance with any of the provisions of these guidelines will constitute a violation.
2. All printed materials in violation of these policies will be removed. Costs incurred for the removal of such materials can be charged to the person, persons or organization responsible for the violation.
3. Any violation or continued violations of these guidelines will be handled in accordance with the severity of the infraction, and will include one or more of the following responses:
 - a. Written warnings;
 - b. Assessments for damage to facilities and/or assessed a \$1 per flyer violation fee;
 - c. Denial of future posting and other privileges, including the ability to schedule on-campus facilities for events and/or assessed a \$1 per flyer violation fee;
 - d. Appropriate on-campus judicial proceedings through the Office of Student Judicial Affairs and Community Standards;
 - e. Appropriate legal action in local, state or federal courts of competent jurisdiction.

Responsibility for Content

An individual or organization shall be personally responsible for the content of any sign, notice, poster or other material referenced herein, which the individual or organization sponsors or posts on campus.

Advertisements or promotions on campus or in university publications and activity programs do not imply official endorsement by the university.

Helpful Hints

1. Make an effort to print quality flyers and/or literature.
2. Plan for six weeks or more of lead-time to take full advantage of the process of scheduling and advertising an event.
3. Plan carefully before printing materials in order to avoid printing more than can legitimately be utilized.
4. Use other types of promotion in addition to flyers. Flyers should only be one small part of your

promotional campaign.

5. For additional ideas regarding effective promotion of your student organization's events, consult with Campus Activities staff members in the Ronald Tutor Campus Center.

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Post a Comment

Please read the *SCampus* [comment guidelines](#). You must be [logged in](#) to post a comment.

[USC Student Affairs](#)

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Send questions or feedback to univpub@usc.edu

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