

**GEORGETOWN UNIVERSITY LAW CENTER**  
**ADVERTISING POLICIES**  
2022 - 2023  
**Requests for Advertising**

All requests for Advertising must be made through the [Advertising Request Form](#) on the Law Center [website](#).

Advertisements for events must include:

- Title of Event
- Names of Guest Speakers, if applicable
- Confirmed Date of Event
- Confirmed Time of Event
- Confirmed Location of Event or Virtual Zoom Link/ RSVP Sign Up
- Name of Sponsoring Organization(s)
- Telephone Number or Email Address for More Information
- Accessibility Statement (see below)

All advertisements must include this accessibility statement: “*Accommodation requests related to a disability should be made by [specific date] to [sponsoring department contact person, phone number, and email address]*”.

If you need assistance with the accommodation request, you can contact the Director of Disability Support Services for more information at 202-662-4042 or [disabilityservices@georgetown.edu](mailto:disabilityservices@georgetown.edu).

**Consider appropriateness of content.** Please keep in mind that Georgetown Law is a very diverse community and what might be amusing to one person may be offensive to another. Please be considerate of others when creating flyers that will be displayed publicly.

**Printing, and the costs associated, are the responsibility of the student organization and/or department.**

**Any Student Organization events with an external guest speaker or panelist must be open to the entire Georgetown community and must be advertised in the OSL Broadcast in accordance with the guidelines below.**

*Any exceptions to the Advertising Policies must be approved by the Director of Student Life.*

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**OSL Broadcast Email**

- 1) The Office of Student Life sends a direct email to students once a week during the academic year. The email is usually sent on Mondays, unless Monday is a holiday in which case it is sent on Tuesday. It includes all approved student organization events and announcements.
- 2) Student Organizations and/or departments must submit an advertising request online via [Formstack](#) to be included in the OSL Broadcast. The deadline for submission is by **5:30 pm** on the Friday prior to the Monday broadcast.

- **Flyers only need to be submitted once**, and will remain in the OSL Broadcast email until the week of the event.
  - **For recurring events, please specify** in the comment section until what date you would like the flyer to be shown.
  - **Alt Text** is required for a flyer to be included in the OSL Broadcast. It should include:
    - Sponsoring organization/ Department, Title of event, Date and Time, Location.
- 3) This is the sole email broadcast for Student Organization and department announcements. Individual email announcements will not be approved.
  - 4) **The Office Student Life will only send one email per week; therefore, any announcement inadvertently excluded from the email will be included in the next week's email if timing of the event permits.**

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### Flyer Policies

- 1) **Flyers must include:**
  - 1) The student organization, department, or faculty member sponsoring event
  - 2) The event's date, time, & location (confirmed by OSL)
  - 3) For Virtual Events, a Zoom Link or RSVP link must be included
  - 4) The event sponsor, which must be a department, student organization, or faculty
  - 5) The event sponsor's contact information
  - 6) An accessibility Statement regardless of event or announcement type
- 2) **Flyers must use language that adheres to the [Georgetown Law Alcohol Policy-Student Sponsored Events Addendum](#).** Whenever the presence of alcoholic beverages is advertised on a flyer, availability of food and non-alcoholic beverages must also be prominently displayed. Phrases such as "free beer, pregame, booze, etc" cannot be used, and wording that would seem to encourage excessive use of alcoholic beverages must be avoided.
- 3) **Size:** Flyers on bulletin boards must be 8.5" x 11".
- 4) **Approval Stamp:** Flyers must be electronically stamped or hand stamped by the Office of Student Life, via the Advertising Request Form on the Georgetown Law website, under the [Resources & Policies](#), *prior* to being copied and distributed.. Posters or flyers that have not been stamped will be removed.
- 5) **Accessibility Statement:** All flyers regardless of event format (in person or virtual) or announcement type must include the following statement.
 

*Accommodation requests related to a disability should be made by [specific date] to [sponsoring department contact person, phone number, and email address]."*
- 6) **Virtual Events:** All virtual event flyers for student organizations will be approved as long as all other policies have been met. For virtual events with outside guests, a Space Request form with the Law Scheduling office must be submitted.

- 7) **Location:** Flyers may only be posted on approved bulletin boards. A list of appropriate posting sites throughout Georgetown Law is available from the Office of Student Life. A bulletin board assigned to a particular department is for the exclusive use of that particular department.
- 8) **Dates for Posting:** The flyer or poster may be posted up to five business days before the event.
- 9) **Flyers may not be posted on inappropriate surfaces.** Flyers must not be taped to painted surfaces. Your organization or department may be charged for any damages caused by posting. Only classroom changes and notices from the Office of the Registrar may be posted on classroom doors. Other inappropriate posting surfaces include, but are not limited to: lockers, toilet stalls, telephone booths, stairwells, columns, exterior and interior glass doors and panels. Cork surfaces are the only place posters may be. The posters may only be hung with push pins, **no staples or tape**. Only large posters meeting certain criteria (see *Elevator Poster Policies below*) may be approved and placed in elevators.
- 10) **One flyer or poster per bulletin board.** Because there are many groups and many events, and because posting space is limited, please do not place more than one flyer on a given subject on a bulletin board, and please do not cover up another flyer.
- 11) **One flyer per event will be picked for the OSL broadcast and digital screens.** The Office of Student Life will only approve a maximum of two designs per event for bulletin posting.
- 12) **Expired flyers.** The Office of Student Life maintains the bulletin boards and tries to remove expired flyers weekly. However, please remember to take your own flyers and posters down after the event.
- 13) **Flyers for external events.** One or two bulletin boards may be available for advertising events or services of external organizations. The Office of Student Life will determine the appropriateness of these flyers and will post them as space permits. This includes flyers related to furniture sales and apartment leases.

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### **Digital Signage**

- 1) One approved flyer per event may be uploaded to the digital signage screens.
- 2) If you indicate you want your flyer in the OSL Broadcast, the same design will be used for digital screens. This will be done automatically.
- 3) The flyer may be displayed on the screens for up to 7 days before the event.
- 4) During finals, the Registrar will use the screens for room assignments and no flyers will be shown.
- 5) No flyers are shown during the summer and winter breaks.

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### **Easel Poster Policies**

Easel Posters must adhere to the *Flyer Policies* above. In addition:

- 1) Easel posters may be placed outside the door of an event for the duration of the event.
- 2) Students/Departments must supply their own easels and poster boards.
- 3) Easels may be relocated or moved at the discretion of Student Life during special

events, to ensure safety and access, or if easels are broken.

**Chapel Area:** Easel Posters may be displayed in the Chapel Area by student organizations that have been assigned a table in the Chapel Area ONLY while the table is staffed. Easel Posters should be taken down when the tabling period is over and should not be left up overnight.

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### **Elevator Poster Policies**

- 1) Only Administrative Departments with special permission from the Office of Student Life may hang posters in elevators in McDonough Hall. **Elevator posters must be approved by the Office of Student Life. OSL will stamp elevator posters either by hand or electronically. If any poster without this stamp is found in the elevators, it will be removed.**
- 2) Only 11" x 17" posters may be posted in elevators. Any other flyers will be removed. (An exception is made during the exam period, when the Office of the Registrar may post room assignments.)
- 3) These policies only apply to the **five elevators in McDonough Hall**. Posters may not be placed in elevators in the E.B. Williams Library, Hotung, Sport and Fitness Center, or Gewirz. Elevator Posters must adhere to the *Flyer Policies* above.
- 4) Elevator posters will not be approved until **24 hours** before the event. Posters found in elevators more than 24 hours before the event will be removed.
- 5) Events publicized in elevators must take place on the Georgetown Law campus. These events must be academic in nature, rather than social or strictly for entertainment.
- 6) Events must be open and accessible to the entire Georgetown Law community – students, staff and faculty. Because of this, events advertised in the elevators should take place in a room where at least 100 people can be seated. Pending space availability and the nature of the event, certain exceptions may be made for events in McDonough's second floor lecture halls and the larger rooms in Hotung.
- 7) On occasion, and only with approval from the Dean's Office, announcements of an emergency nature or of other campus-wide significance may be posted. Selected academic programs may be permitted to place informational posters in elevators as well.
- 8) A maximum of three separate event posters may be placed in each elevator. If there are more than three noteworthy events, the Dean's Office and Office of Student Life will consult with each other to determine which three events may be advertised.
- 9) Soiled, defaced, or damaged posters will be removed.

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### **Media Coverage**

To arrange for media coverage, please contact the Georgetown Law Communications/Media Relations Department at [mediarelations@law.georgetown.edu](mailto:mediarelations@law.georgetown.edu) or 202-662-4199.

## Using the Georgetown Logo

Since the Georgetown name and logo are copyrighted, prior authorization must be obtained before they are used. Contact the Office of Student Life for more information. Any organization planning to reproduce T-shirts or any other item using these symbols must have the design approved in advance via the Office of Student Life. This assures that all merchandise bearing Georgetown University and Georgetown Law trademarks promotes and protects the University, as well as fulfills the needs of consumers wanting goods bearing the University's trademarks, symbols, and insignias.

## University Name

Remaining consistent in how we refer to the Law Center helps to build name recognition for the school. Please abide by the following guidelines: The first time you refer to it in text, use "Georgetown University Law Center." After that you may use "Georgetown Law" or "the Law Center." Do not use any abbreviation, such as "GULC," or various versions such as "Georgetown Law School," "Georgetown Law Center," "Georgetown University Law," etc.

## Flyer Distribution Checklist

**Up to 36 copies of each flyer to be posted and distributed.  
Printing and the costs associated, are the responsibility of the  
student organization and/or department.**

Room # / Bulletin Board	Number
McDonough Bulletin Boards (1 <sup>st</sup> Floor)	6
201	1
202	2
203	1
205	1
164	2
160	2
156	2
109	1
110	1
140	1
141	1
Gewirz Concierge (Drop Off)	13
Hotung 1 <sup>st</sup> Floor	1
Hotung 2nd Floor	1

***Note that the acoustic panel in the back of Room 206 is not a bulletin board. Please do not post on the panel.***