

KUMASI TECHNICAL UNIVERSITY



COMMUNICATION AND RELATIONS POLICY

October, 2020

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Overview and Purpose

This posting and communication policy document covers the posting of all paper advertisements, flyers and posters (hard and digital) on Kumasi Technical University property and installations.

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

Scope of Policy

This posting and communication policy applies to all University students, staff, 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 Relations Office.

This policy has been developed along the following guidelines:

Section One

General Posting Guidelines & Responsibilities

- General Guidelines on Posting
- Responsibility and Posting
- Guidelines for Advertisement

Section Two

- Guidelines on Banners
- Banners Space Reservation

- Banner Locations
- Guidelines for Hanging Banners

Section Three

- Posting on Elections
- Staff Elections
- Student Elections

Section Four

- Chalking Guidelines
- Handlings and Flyers
- Interior Building Posting (for example, Laboratories and Libraries)

Section Five

- Publications and Digital Display
- Publications
- Digital Display

Section Six

- Violations and Sanctions

1.0 SECTION ONE

1.1 General Posting Guidelines and Responsibility

1.1.1 General 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 Relations Office. The Public Relations Office shall stamp the posters to indicate the type of notice board on which it may be displayed. Approved posters shall be forwarded to the Estate Office which shall carry out the posting.
- ii. **Departmental Notice Boards:** The Departmental Notice Board shall display posters relating to the subject content and events of interest to the specific department.
- iii. **Campus Notice Boards:** The campus notice board 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, Committees, University Students' Association, Admissions, National Service, Industrial Attachment and any such services to be determined by the Estate Office.
- iv. The approval process for posting shall require a minimum of 2 days. However in emergency situations the approving Office may consider a lesser time.
- v. Approval for posting of general campus posters shall not be granted for a period of more than three weeks

prior to the event. Posting on department and faculty notices by students and student organizations requires the approval of the owner department/faculty.

- vi. Only recognized student organizations, academic units, faculties, staff, and students may post on both general notice boards and the University maintained bulletin boards. Commercial posting by off-campus businesses, organizations, entities, and individuals may be permitted ONLY on General notice boards after prior approval by the Public Relations Office.

The following locations are recognized as suitable Notices within the University:

- (a) In front of Block C
 - (b) Eastern section of Block A
 - (c) Gate four parking lot
 - (d) Eastern section of the Clinic
 - (e) Between Block A and Block C
- vii. An advertisement may not cover or block an active posted materials.
 - viii. The Estate Office must remove all advertisements and posts within two working days after the event.
 - ix. 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 to be not larger than "12x14".
 - (c) Publicity materials must reflect a responsible attitude toward alcohol. Materials which promotes events where alcohol will be served must not overtly or covertly state or imply an invitation to participate in excessive drinking. Publicity materials promoting or advertising an event in which alcohol will be served must follow section 36 and 38 of the Student Guide.
 - (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.
- x. General posting is only allowed on designated notice and bulletin boards as listed in the Appendix. At no time shall any material be posted or affixed on vehicles, trash cans, trees, sidewalks, support columns, lamp posts, buildings, benches, vending machines, telephones poles, windows or doors.
- xi. Approved materials may be posted not more 2 weeks prior to the event.
- (a) Only one poster is allowed per notice board, regardless of board size.
 - (b) Posting over or removing existing active material is prohibited.

- (c) Items may only be posted with pushpins, tacks or water soluble glues. All other adhesive used to affix flyers, posters, or banners to posting surfaces are strictly prohibited. NO STAPLE!

Administration Block: the bulletin board at the administration block is open to all posters of the University. However only approved notices shall be displayed.

1.1.2 Responsibilities and Posting

- i. The Public Relation Unit reserve the right to reject publicity materials if it is deemed inappropriate or it fails to comply with the University guidelines.
- ii. Sponsors are solely responsible for content of their advertisement. The University in no way endorses or approves the content of the advertisement or the programme or services that the advertisement promotes.
- iii. The Estate Office must ensure posters are removed within two (2) days after the event.

1.1.3 Guidelines for Advertisement

- i. Advertisement for events sponsored by the University, Faculties, Units and Departments taking place in the University have posting priority.
- 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. General undated material

will be removed to accommodate postings for special events.

- iv. An advertisement may be posted on generally accessible fixtures designed to hold advertisements. These include outdoor public posting boards and those in the main concourse, or lobbies of the University buildings.
- v. Posting of temporary, outdoor direction and information signs (non-roadway) must be approved in advance by the Estate Office.
- vi. 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 Relations and the Estate office.
- vii. **Senior Common Room:** all postings in the senior common room must be done in tandem with the regulations for the use of Senior Common Room.
- viii. **Junior Common Room:** all postings in the Junior common room must be done in tandem with the regulations for the use of the Junior Common Room.
- ix. All postings in and around the Library should be regulated or guided in tandem with regulations for the use of the Library.

2.0 Section Two

2.1 Guidelines on Banners

Hanging of banners in the University shall be permitted only in areas approved by the Estate office. Banners shall be hanged by or under the supervision of the Estate Office.

2.1.2. Banner Space Reservation

Only an authorized member of the University's Department, Officers or sponsor organizations may make a request for a banner location. A banner location may be reserved for up to three days (including Saturday 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 Relations Office.

2.1.3 Banner Content and Approval

The Public Relations Office shall approve the content of all banners. The Public Relations office 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.

2.1.4 Guidelines for 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 hanged in a manner that does not damage the building.
- v. Banners shall not cover windows or obstruct views into a building.
- vi. Banners to be hanged would attract a fee which shall be revised from time to time.

3.0 Section Three

3.1 Posting on Elections

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

3.1.1 Staff Elections

Staff election for example, Convocation Representatives on Boards and Committees, Deans, Unions posters and banners must be approved by the Electoral Officer.

Location for postings on staff election: Posters on staff elections may be placed on general notice boards on campus.

- i. Posters or banners not conforming to these regulations shall be removed.
- ii. Violations of these regulations should be brought to the attention of the Electoral Officer or Office of the Registrar as appropriate.

Posters for Convocation, Deans, and Unions elections shall be removed from the polling station area at the end of the period set by the University Registry.

3.1.2 Students' Elections

For Students Elections the following must be adhered to:

- i. Each candidate may post a banner(s) not exceeding 15 square feet in total area, to be located in areas approved by the University Estate Office.
- ii. The number of posters and banners per candidate is at the discretion of the Estate Office.
- iii. For students' election, posters and banners may be displayed only during the period set by the SRC/GRASSAG Electoral Commissioner and the SRC/GRASSAG PRO in consultation with the Dean of Students' Affairs.

3.1.3 Prohibited Areas for Posters

Staff/students shall not post posters on the following:

- i. Unpainted concrete walls, concrete blocks or stone surfaces and walkways.
- ii. Wooden/glass doors to lecture theatres, painted surfaces and on official vehicles.
- iii. All other unapproved places.

4.0 Section Four

4.1 Chalking Guidelines

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 pavers sidewalks where the rain can wash the residue. Chalking under covered areas is prohibited.
- ii. 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.
- iii. No graffiti, no liquid or spray chalks are allowed.

4.2 Hand Bills and Flyer

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

4.3 Interior Building Posting (Laboratories, Libraries Etc.)

Posting for the interior of all 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.

5.0 Section Five

5.1 Publications and Digital Display

5.1.1 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 Relations Office.

5.1.2 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 requirement in the guidelines stated for posting notices.

6.0 Section Six

6.1 Violations and Sanctions

Sanctions for violation of 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 and/or facilities use privileges.
- iii. For registered student's organizations, Associations, Societies disciplinary sanctions appropriate to the circumstance as prescribed by relevant portions of the student's handbook and other operational documents of the University.

- iv. University employees violating this policy may be subject to disciplinary action by the Disciplinary Board.

Appendix

Banners: A temporary form of exterior advertising or signage printed on a lightweight material such as cloth/plastic or board, hanged 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.

General Post Board Locations shall be as approved by the Estate Office in consultation with the Registrar. Approved locations may be reviewed from time to time.

Suitable locations for consideration may include the following:

- i. In front of Block C
- ii. Eastern section of Block A
- iii. Gate four Parking Lot
- iv. Eastern section of the Clinic
- v. Cash Office
- vi. Opposite Cash Office (General Notice Board)
- vii. In front of Block A

Recommended Areas for more General Post Board Location

- i. In front of Guest House (Brick House)
- ii. Space between Amatrol Laboratory and Furniture Workshop

- iii. In between Electrical and Mechanical Engineering Workshop
- iv. In front of Pat Carless Hall.
- v. A big board demarcated for various church denominations in front of Block B
- vi. Gate 3

Originating/Responsible Department: ***Public Relations Office***

Implementing Office: ***Estate Office***