

# Student Publications Advertising and Marketing Policy

All advertising is subject to approval by the Director of Student Publications and/or Editor-in-Chief of *The Lion's Roar*. The Director and/or Editor-in-Chief reserves the right to refuse any advertising or marketing materials that do not meet the standards and practices set forth by The Office of Student Publications and/or *The Lion's Roar*.

The purpose of this policy is to assist in the protection of the health and welfare of our students, ensure the continued dissemination of information and ideas, protect advertisers as well as *The Lion's Roar* from liability, and foster an environment where learning, business, journalism, and free expression may coexist without undue conflict. Inappropriate and irresponsible advertising and marketing practices can contribute to numerous problems that already exist or can arise on a university campus. As such, The Office of Student Publications has implemented the following guidelines for advertising and marketing practices. These guidelines apply to all advertising and marketing materials including print, digital, radio, television, Internet, mobile and all related materials produced by The Office of Student Publications.

The guidelines are as follows:

- Alcohol advertising is allowed, but must adhere to all other guidelines and University policies.
- Advertising should not portray persons in a state of intoxication/inebriation/under the influence or in any way suggest that intoxication/inebriation/under the influence is acceptable conduct.
- Advertising should not portray or imply illegal activity of any kind.
- Tobacco advertising is allowed, but must adhere to all other guidelines and University policies.
- Institutional advertising for credit cards or their branded products is allowed. In accordance with Louisiana law, Southeastern does not allow the active solicitation of credit card applications on campus and as such will not accept any credit card advertising that contains a credit card application in conjunction with the advertisement.
- Advertising materials may not contain any lewd or indecent language or images.
- Advertisements containing any content that discriminates against any one person or group because of his/her/their race, religion, gender and/or sexual orientation will not be accepted.
- Advertisements endorsing business transactions, products, or any activities deemed illegal by the laws governing the City of Hammond, the Parish of Tangipahoa, the State of Louisiana and/or the United States of America will not be accepted.
- *The Lion's Roar* reserves the right to print "Paid Political Advertisement" above and/or below any political advertisements.

- *The Lion's Roar* reserves the right to print "Advertisement" above and/or below any advertisement.
- Adult novelty, entertainment, lingerie, video, nightclub, escort, phone and other services are allowed, but must adhere to all other guidelines and University policies for acceptance.
- Advertisements denouncing and/or promoting abortion, capital punishment, and/or euthanasia will not be accepted.
- Any advertisements containing language or images that the Director of Office of Student Publications and/or Editor-in-Chief of *The Lion's Roar* considers to be libelous will not be accepted.
- The advertiser and/or advertising agency agrees to defend and save *The Lion's Roar*, The Office of Student Publications, and its personnel against and from any and all liabilities, losses, expenses, and/or litigations arising from claims of libel; unfair competition; unfair trade practice; infringement of trademarks, trade names and/or patents; violations of rights and/or privacy; and infringement of copyrights and/or propriety rights resulting from the publication of the advertising client's advertisement.
- The Director of Student Publications and/or the Editor-in-Chief of *The Lion's Roar* reserve the right to refuse any advertisement for publication.