



Guidelines for Campaigning

Helpful Tips for Posting and Advertising During Your Campaign

Please note: the primary guide for campaign posting and advertising is Section 40.20 of the Student Handbook. Here is the policy:

40.00 POLICY ON USE OF UNIVERSITY PROPERTIES

42.20 Posting of Noncommercial Materials: Campus implementing regulations shall permit university students, faculty, staff, registered campus organizations, and university units to post and exhibit noncommercial materials at locations designated in campus regulations for that purpose. Posting and exhibiting of noncommercial materials by others also may be permitted by campus regulations. All such materials shall clearly indicate the name of the sponsoring campus, individual, registered campus organization, university unit, or other individuals or organizations permitted to post and exhibit pursuant to campus regulations

Here are Some Tips on How to Apply the Policy:

- Ensure that all of your advertising pieces and flyers indicate the sponsoring organization (i.e. Library, CSC, etc.)
- No flyers should be placed on car windshields
- Follow all regulations regarding posting on bulletin boards; for example, follow all guidelines regarding removal dates, size requirements, etc.
- Dorm storming/door hangers: No blanket postings through residence halls or apartments is permitted. Work with each College regarding obtaining approval for advertising in residence halls and apartments. Remember that the College is under no obligation to approve your advertising efforts.
- Do not post flyers on buildings or trees
- Do not post your flyers over any other flyers that are posted on a bulletin board
- No chalking
- Give voters accurate information; avoid giving mis-information. If you do not know the answer to a question, refer the voter to someone who does.
- Mobile advertising such as t-shirts and on vehicles is OK
- Avoid negative campaigning toward other measures. Keep things positive, and most importantly, encourage voting.

Please direct any campaigning questions to Lucy Rojas, Elections Commissioner at 9-1676 or larojas@ucsc.edu. Please look forward to additional guidelines and resources to assist you with planning for the elections period.