

# Northern Michigan University Advertising Guidelines

## Introduction

The university recognizes the need to use advertising to effectively promote its offerings of educational opportunities, cultural events, recreational services, athletic events, public broadcasting programming and employment opportunities to its constituencies. Institutional, program and advocacy types of advertising are created and placed in paid media including both print (newspapers, periodicals, outdoor, posters, etc.) and electronic (television, radio, Internet, etc.).

## Responsibilities

Communications and Marketing develops and executes institutional and recruitment oriented advertising to advance the mission of the university. The university news director is responsible for the development and distribution of all new releases and public service announcements with the exception of sports information and public broadcasting.

Public Broadcasting develops and executes program and public service announcements related to WNMU-TV 13, Radio 90 and university designated cable channels. It is also responsible for the development and placement of program advertising.

Human Resources is responsible for the development and placement of staff employment advertisements and Academic Affairs is responsible for the development and placement of all faculty vacancy announcements.

All other requests to advertise university programs and services must be approved by the sponsoring department and the office of Communications and Marketing. Funding for the development and placement advertising activities is the responsibility of the sponsoring department.

## Guidelines

The following guidelines are applicable to any advertisement that is either sponsored by or has an implied sponsorship of Northern Michigan University.

- Advertising sponsored by the university shall be for the purpose of reaching appropriate constituencies to disseminate information about educational opportunities, cultural events, recreational services, athletic events, public broadcasting programming and employment opportunities.
- Use of an official university mark is required. Marks must be used in accordance with the university's graphic standards manual. The university editor must approve any alterations or exceptions.

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### Guidelines (continued)

- Any advertising construed as objectionable is strictly prohibited. Types of objectionable elements or content include, but are not limited to:
  - discrimination (either overt or by omission) on the basis of race, color, national origin, gender, disability, or age;
  - profanity, obscenity, lewdness or any suggestions thereof; and
  - alcoholic beverages and tobacco products in name, likeness, or implication.
- The university reserves the right to be the sole judge of appropriate advertising.
- Sponsors of advertising programs should allow adequate lead times to develop creative concepts and produce quality-advertising materials, as well as plan and place media.

### Resources

To ensure consistent quality and production values and because of collective bargaining contracts, sponsors must use on-campus graphic and video production services. These services can be obtained from:

Learning Resource Center, Audio Visual Services, Eric Smith 227-1314  
Printing Services, Graphic Design, Cam Hadley, 227-2454

Media budgeting, planning and placement consulting is available from the Director of Marketing Services, Brian Zinser, 227-1052.

Questions concerning the interpretation of these guidelines should be directed to the office of Communications and Marketing, 607 Cohodas Administrative Building.