

**Title/Topic:** Solicitation of Advertisement  
**Number:** 6.03  
**Functional Classification:** Auxiliary & Enterprises  
**Monitoring Unit:** Office of Finance & Administration  
**Initially Issued:** June 10, 1975  
**Last Revised:** April 1, 2016  
**Last Reviewed:** April 1, 2016

## **SOLICITATION OF ADVERTISEMENT**

### **I. PURPOSE**

To establish the policy governing the solicitation of advertisements for publications and other media sponsored by the University or by student groups or organizations and the granting of licenses for the solicitation of advertising sales for the support of such publications and other media by third parties.

### **II. GENERAL POLICY**

Consistent with guidelines established by legal decisions in courts of appropriate jurisdiction, the University does not consider the distribution of purely commercial printed materials within its facilities and on its premises as enjoying the same degree of constitutional protection as non-commercial speech. Louisiana State University does assert its right to grant for appropriate consideration licenses for the exercise of advertising rights within its facilities and on its premises when the exercise of such rights is not inconsistent with its three-fold mission of teaching, research, and public service. Accordingly, the following procedures are established.

### **III. OPERATING PROCEDURES**

#### 1. University Departments.

Solicitation of advertisements from individuals or business firms, both local and national, to appear in publications or other media sponsored by University departments requires the approval of the Vice President for Finance & Administration and CFO, and if performed by a third party requires the execution of a licensing agreement between the third party and the Board of Supervisors acting through the Vice President for Finance & Administration and CFO. Such agreements that do not grant the third party an exclusive status may be entered into by negotiation. Those requiring any form of exclusive status for the third party must be awarded competitively through the Office of Procurement.

#### 2. Fund Raising by Student Groups without Third Party Involvement.

Solicitation of advertisements for projects by student groups or organizations is considered fund raising so long as the solicitation is carried out by members of

the student group or organization and not by the means of any form of agreement with any person or agency not a member of the student group or organization. Approval for such fund raising projects and the solicitation of advertisements from business firms, both local and national, to appear in magazines, programs, posters, or other student publications and media require approval of the Vice President for Student Life & Enrollment. This approval refers only to the fund raising aspect of the project.

### 3. Fund Raising By Student Groups with Third Party Involvement.\_

Solicitation of advertisements by student groups or organizations carried out by means of an agreement with a third party requires approval of the Vice President for Student Life & Enrollment with regard to the fund raising aspect of the activity and review by the Vice President for Finance & Administration and CFO and/or the Office of Procurement for compliance with applicable state law and requirements. (1) Execution of a licensing agreement between a third party and the Board of Supervisors acting through Vice President for Finance & Administration and CFO. (2) Such agreements that do not grant the third party an exclusive status may be entered into by negotiation. (3) Agreements requiring any form of exclusive status for the third party must be awarded competitively through the Office of Procurement.

### 4. Central Registration.

A central file of all approved requests for advertising solicitation whether by University personnel, student groups and organizations or third parties will be maintained by the Office of the Vice President for Finance & Administration and CFO.

## **IV. SOURCES**

CM-6, Issued 22 April 1966

PS-6. Issued June 10, 1975

"Sale of Rights, Goods, Services and Technology to the Private Sector," issued by the Office of the Chancellor, February 1, 1988.