A RESOLUTION ON ADVERTISING STANDARDS

WHEREAS there has been confusion with campus advertising for Student Senate-funded events and whether Student Senate requires the Senate logo to be on Senate-funded events, and

RECOGNIZING the Student Senate does not currently have a review process for the use of the Student Senate logo by external organizations, and

ACKNOWLEDGING the Student Senate Organization Committee oversees the chartering of student organizations under the Student Senate, and the Student Senate Communications Committee handles all communication items for the Student Senate,

BE IT THEREFORE RESOLVED that the following requirement be added to the Student Senate By-Laws Article V, Section 4, Subsection 4, Part f:

"xiii. All chartered organizations must have their organization name in addition to the Student Senate logo on all advertising materials for Senate-funded events."

and,

BE IT FURTHER RESOLVED that the following be added to Article V, Section 5, Subsection 1 of the Student Senate By-Laws:

“All use of the Student Senate logo for advertising purposes must be reviewed by the Communications Committee. This includes all advertising materials used by chartered organizations to promote Senate-funded events. Following the recommendation by the Finance Committee to approve funding and before any advertising for the event commences, the group receiving funding must submit any advertising materials to the Communications Committee. This submission process will be set up by the Communications Committee. The Communications
Committee will confirm that advertisements adhere to the Student Body Constitution, the Student Senate By-Laws, the Student Code of Conduct, and the SMU Values Statement, and thus meet the standards of use for the Student Senate logo. If the Communications Committee denies an advertisement for distribution, a reason must be given to the organization requesting permission. If the organization members disagree with the decision of the Communications Committee, the organization may appeal this decision to the full Senate who shall make a final decision with a majority vote. If the group requesting funding fails to submit the advertising to the Communications Committee prior to publicly advertising the event, the Finance Committee shall recommend to the Senate to reduce the funding to that organization for the event if they find the violation to be severe. Any funding reductions shall be confirmed by a majority vote of the Senate before they can be enacted.

Respectfully Submitted,

David Shirzad
Student Body President

Blake Rainey
Graduate Affairs Officer

James Kuchler
Finance Committee Chair

Caroline Street
Communications Committee Chair