

Policy 3104
Bulletin Board Use & Posting Public Notices

Date of Current Revision: January 2025

Responsible Officer: Associate Vice President, Student Life and Involvement

1. PURPOSE

The purpose of this policy is to outline the proper guidelines and procedures for posting information on campus related to ongoing campus activities, events, and notices of interest.

2. AUTHORITY

The Board of Visitors has been authorized by the Commonwealth of Virginia to govern James Madison University. See Code of Virginia § 23.1-1600; § 23.1-1301. The Board has delegated the authority to manage the university to the president.

3. DEFINITIONS

Banner Space

Space for a long sign on paper or cloth (typically 8'x 3').

Designated Space

Approved areas for posting.

General Purpose Bulletin Board

Designated corkboards to display approved posters/flyers.

Non-designated Space

Areas not designated for public posting (e.g., walls, doors, departmental use only bulletin boards etc.).

Posting

Placement of posters, flyers, banners, chalking are subject to approval.

Publicizing Events

Ways to inform campus community of events and activities.

4. APPLICABILITY

This policy applies to all employees, students, affiliates and non-affiliates of the university who make use of these information resources.

5. POLICY

All postings must be approved by JMU Event Management and comply with the information standards outlined in the procedures (section 6) prior to posting in approved designated space.

It is not the intent of this policy to censor or otherwise control the content of notices or other materials to be posted. Materials that violate laws and regulations (including university policies

and procedures) will not be approved. For additional publicity options at JMU go to the [JMU Event Management website](#).

6. PROCEDURES

6.1 Posting by university departments/student organizations

A JMU department or student organization must sponsor all posters and flyers. The name of the JMU contact person must appear on the poster. A name is not necessary if an academic office or department sponsors the poster or flyer.

All materials for posting must be processed by Student Life.

1. Present materials at an information desk in the Union, Taylor Down Under, Student Success Center, or the Festival Scheduling Office.
2. Student Life staff will review for compliance with university policy.
3. Materials will be stamped with a removal date.
 - Posters/flyers without a specific event date will be stamped for two weeks.
 - A limit of 100 posters/flyers will be stamped per event, regardless of different poster styles. One poster/flyer per event may be posted per general purpose bulletin board.

a. General Purpose Bulletin Boards in Student Life Facilities

All materials for posting must be approved and stamped at an information desk in the Union, Taylor Down Under, Student Success Center or the Festival Scheduling Office and follow the procedures outlined above.

b. General Purpose Bulletin Boards in Other Areas of Campus (e.g., academic buildings, athletic facilities, etc.)

1. In academic buildings, resident faculty and staff are permitted to post materials which are relevant to academics, advising, or academic unit policies as approved by academic unit heads in approved locations within the unit. Posting in these buildings by other individuals requires approval as specified in 6.1.b.2.
2. All materials for posting in other areas of campus (not already identified above) must be approved and stamped at an information desk in the Union, Taylor Down Under, Student Success Center or the Festival Scheduling Office and follow the procedures outlined above. Information regarding specific posting locations and requirements for these facilities may be obtained from the building coordinator for that facility.

c. Residence Hall Posting Information

Posters/flyers may be posted in approved locations in residence halls by contacting the hall director or resident advisers between 8:00 p.m. and midnight prior to posting. The hall staff will indicate the public posting area for the building. Nothing may be placed on the inside or outside of exterior windows of student residences.

d. Additional/Special Signage

Persons responsible for conferences, conventions, workshops or other activities sponsored by the university may request outdoor signs for identification or direction by contacting Facilities Management.

e. Banner Spaces

There are banner spaces located in the Union, Taylor Down Under, and the Festival, as well as outdoor banner space available on the grassy hill of the Warner Commons.

Details concerning sizes and the process for reserving may be obtained at the [JMU Event Management website](#).

f. Brochure Racks

Brochure racks are available on the second floor of the Union, Student Success Center, and at the Festival for use by JMU departments and student organizations and non-university businesses and organizations. All brochures must be approved by an information desk supervisor for placement in the racks.

g. Chalking

There are six designated outdoor areas on campus that can be used for "chalking" to advertise an event: the Warner Commons, Festival Patio, Godwin Stairs, King Hall, Showker Hall, Taylor Down Under Patio. Space must be reserved with the scheduling authority for each area as listed on the [JMU Event Management website](#). Organizations may reserve blocks of three days per area. Chalking areas may be booked with back-to-back reservations and chalk from a previous reservation may still be in place. The reserving office is not responsible for clearing the previous chalking. Chalking is NOT allowed anywhere other than outdoor sidewalks and steps.

h. Digital Signage

These posting regulations, in their entirety, may not be applicable to digital signage postings. Consult with individual building managers for regulations related to posting on digital signage.

6.2 Posting by Non-university Organizations

In addition to the procedures outlined above, these specific procedures apply to non-profit [501(c)(3)] non-university organizations desiring to post flyers, posters, banners or to distribute materials or literature.

All non-profit organizations must conform to the laws of the Commonwealth of Virginia regarding non-profit status and must provide a copy of their IRS letter, which states they are exempt from federal income tax.

At no time shall JMU grant or deny authorization of distribution or posting of information based on its content, unless such distribution or posting is commercially motivated; however, the distribution or posting of said material shall be subject to reasonable time and place. In addition, materials that violate laws and regulations (including university policies and procedures) will not be approved.

For profit non-university organizations may place advertising materials in the brochure racks located in the Union, Student Success Center, and the Festival. Space will be allocated on a first-come, first-served basis. The university reserves the right to assign non-university organization flyers/posters or brochures to specific locations.

All non-university posters, flyers, or brochures must be processed by JMU Event Management prior to posting.

6.3 Solicitation

University facilities may not be used for solicitation by for profit organizations, except for solicitations for instructional materials as permitted by the [Student Handbook](#) and except as provided in 6.2. This includes solicitation by individual contact, free advertising on campus

through flyers, posters, or similar materials, and profit-oriented activities not officially sanctioned by the university. For-profit non-university organizations may place advertising materials in specified brochure racks, subject to restrictions in section 6.2.

6.4 Specific Prohibitions

In order to maintain the natural beauty of the campus and preclude a cluttered appearance of the buildings, the following actions are specifically prohibited:

Posters, notices, announcements, or other materials will not be attached to:

- inside windows so as to be visible to the exterior;
- affixed to the exterior of buildings, exterior doors, exterior windows, stairwells, posts, utility poles, trees, plants, trash, or recycling containers, newsstands, university vehicles;
- or any other campus physical features.

Posters or announcements with dimensions exceeding 11x17 inches will not be approved for posting on general purpose bulletin boards.

Flyers or notices may not be placed in or attached to automobiles on campus.

Advertising the sale of alcoholic beverages, or any phrase or symbol that would lead the reader to believe that alcohol will be served or consumed is prohibited.

Using duct tape, staples, pins, nails, etc. in non-standard posting locations is prohibited and may result in damage billing.

Chalking of buildings is prohibited.

7. RESPONSIBILITIES

User Responsibilities

It is the responsibility of the student organization, department, or other university organization to:

- Take material to be posted to a university information desk in the Union, Taylor Down Under, or the Festival Scheduling Office to have it approved and stamped with a removal date.
- Post the stamped material on "general purpose" bulletin boards in assigned areas.
- Include the name of the JMU contact person or department name sponsoring the notice or event on the poster or notice.

Owners of banners are responsible for the placement and removal of banners in accordance with the banner posting procedures outlined above. JMU Event Management will not be responsible for banners left beyond the reservation period or for theft or damage to banners displayed.

All departments, offices and employees that generate, receive, or maintain public records under the terms of this policy are also responsible for compliance with Policy [1109](#) – Records Management.

8. SANCTIONS

Sanctions will be commensurate with the severity and/or frequency of the offense and may include termination of employment or judicial referral.

In addition, student organizations or departments may risk the loss of financing or official recognition.

9. EXCLUSIONS

Organizations whose recognition has been withdrawn by the university will not be allowed posting privileges, or any other form of facility usage.

Posters and displays associated with a scheduled event in the Student Life Facilities may be placed in non-standard areas for up to 24 hours with approval from the Union Operations, Student Success Center Operations, or Festival Operations. The posters must meet all regulations in this policy and must be removed immediately following the conclusion of the event.

10. INTERPRETATION

The authority to interpret this policy rests with the president and is generally delegated to the senior vice president for student affairs.

Previous version: November 2019

Approved by the president: January 2025