

Southeastern Louisiana University Guidelines for Campus Alcohol Advertising

Alcohol abuse poses a serious threat to the health and welfare of the college student population through acts of violence, vandalism, property damage, accidents, lessening of academic performance, estrangement of social relations, creation of mental and physical problems and in some cases bodily injury, illness and death. Inappropriate and irresponsible marketing and promotion of alcoholic beverages on campus can contribute to the problems of alcohol abuse.

The purpose of this policy is to assist in the protection of the health and welfare of our students. As such, Southeastern Louisiana University, in agreement with the National Association of Student Personnel Administrators (NASPA), the American College Personnel Association (ACPA), the Association of College and University Housing Officers International (ACUHO-I), BACCHUS, and the Brewing Industry has implemented the following guidelines in relation to the advertising of alcohol on our campus. These guidelines apply to all alcohol advertising and marketing materials including print, television, radio, Internet and cyberspace media.

- All signage must adhere to the Southeastern Sign Policy.
(http://www.selu.edu/admin/stu_dev/assets/2011_SIGN_FLYER_POST.doc)
- Alcoholic beverage marketing programs on campus must conform to the code of student conduct and should avoid demeaning sexual or discriminatory portrayal of individuals.
- Alcoholic beverage marketing should not portray, encourage or condone drunk driving.
- Alcoholic beverage marketing should not portray persons in a state of intoxication or in any way suggest that intoxication is acceptable conduct.
- Advertising of this type should not portray or imply illegal activity of any kind.
- Advertising and marketing materials should not portray sexual passion, promiscuity or any other amorous activity as a result of consuming alcohol.
- Advertising and marketing materials should not employ any symbol, language, music, gesture, or cartoon character that is intended to appeal primarily to persons below the legal purchase age. This includes the use of Santa Claus in any promotion.
- Alcohol advertising and marketing materials should not employ religion or religious themes.
- Promotion of alcoholic beverages must not encourage any form of alcohol abuse nor should it place emphasis on quantity and frequency of use or its intoxicating effect. This includes the listing of free drinks or other drink specials.
- Advertising should not portray drinking as a solution to personal or academic problems of an individual or as necessary to social, financial, sexual or academic success. It should also not associate or portray drinking before or during activities that require a high degree of alertness or coordination.
- Alcohol advertising shall not directly or indirectly degrade studying.
- Advertising and marketing materials may not contain any lewd or indecent language or images, including depicting the act of drinking.
- Advertising cannot disparage competitive brands or venues.

- Advertising should market events (bands, special events, etc.) rather than consumption of alcohol.
- Alcohol, bar tabs, coupons for free or reduced drinks, etc. may not be awarded as prizes and may not be advertised as such on flyers, posters, or any signage to be used on the campus.
- No uncontrolled sampling as part of a campus-marketing program is permitted. No sampling will include any drinking contests. If sampling is allowed, it will be limited as to time and quantity and principles of good hosting should be observed including alternate beverages, food and planned programs. The consumption of the alcohol cannot be sole purpose of the activity.
- Display and availability of promotional materials must be cleared with the Assistant Vice President for Student Affairs prior to the event.
- Informational marketing programs should have educational value and subscribe to the philosophy of responsible and legal use of the products represented.
- Promotional activities must not be associated with otherwise existing campus events or programs without the prior knowledge and consent of appropriate university officials.
- Alcohol should not advertise or market at any event where most of the audience is reasonably expected to be below the legal purchase age. This includes the marketing of clothing, toys, games and/or game equipment, or other materials used primarily by persons below the legal purchase age.