

Policies and Procedures

SECTION: Administration	NO. 2.1.4.		
CHAPTER: General	ISSUED: 5/2/75	REV. A 6/9/94	REV. B
POLICY: Advertising Acceptability	PAGE 1 OF 1		

Student publications and broadcasting will follow these guidelines:

1. Advertising which is in violation of any local, state, or federal law or regulation will not be published or broadcast.
2. Advertising which promotes a product, service, or cause contrary or hostile to the moral and religious principles set forth in the Creighton Credo will not be published or broadcast.
3. Advertising whose claims are fraudulent, misleading, or grossly unsubstantiated, or which appear to require further substantiation for the protection of consumers, will not be published or broadcast until sufficient substantiation of claims is made.
4. Advertising for products or services which may be injurious to health will not be published or broadcast.
5. Ordinarily, only advertising which carries the signature or identification of a responsible advertiser will be published or broadcast so that consumers may know whom to contact regarding returns, adjustments, breach of warranty, etc. It is also highly encouraged to provide a phone number so individuals may contact the group for further information.
6. Entertainment or speaker/lecture advertising will need to comply with all current guidelines regarding posting and promotion as found in the *Student Handbook*. Advertising may also be examined for acceptability on more particular grounds, including the following:
 - a. Advertisements, copy and/or illustrations which pander to a prurient interest in violence or human sexuality, or which denigrate the beliefs, customs, or physical attributes of ethnic or religious groups will be rejected.

Implementation Procedures

1. The Coordinator for Greek Affairs and Student Organizations shall be responsible for implementation of and adherence to the guidelines.
2. In case of any questions arising with regard to implementation or interpretation of any guidelines, the Coordinator of Greek Affairs and Student Organizations will confer with the Vice President of Student Life.