

Alcoholic Beverage Advertising

POLICIES

Issued: March 25, 2017

Responsible Official: Vice President for External Affairs

Responsible Office: Office of Public Relations and Marketing

Policy Statement

It is the policy of Austin Peay State University to limit the use of alcoholic beverage advertising on the campus of Austin Peay State University.

Purpose

The purpose of this policy is to limit beverage advertising on the campus of APSU, except in Athletic Department venues and publications.

Procedures

The placement of permanent advertisement of alcoholic beverages through signage and ads in publications under University control, with the exception of Athletic Department venues and print publications is prohibited. ("Permanent advertising" is defined as advertising that remains in place between events.)

Austin Peay State University allows temporary alcohol beverage advertisement on an event-by-event basis provided that the signage consists of only a logo with an educational message (i.e., "Drink Responsibly").

An alcohol beverage distributor may sponsor and/or advertise an athletic event and/or coaches' show on radio broadcasts and telecasts. It is preferred that the sponsorship and/or advertisement include(s) an educational message.

Revision Dates

APSU Policy 7:004 (supersedes policy 1:023) – Rev.: March 25, 2017

APSU Policy 7:004 – Rev.: April 13, 2016

APSU Policy 7:004 – Rev.: October 20, 1998
APSU Policy 7:004 – Issued: January 31, 1997

Subject Areas:

Academic	Finance	General	Human Resources	Information Technology	Student Affairs
		<input checked="" type="checkbox"/>			

Approved

President: signature on file
