

SUL ROSS STATE UNIVERSITY

A Member of the Texas State University System

Advertising Alcoholic Beverages and Sales in University Publications APM 2.17 (Reviewed 5/2012)

Since Sul Ross State University is committed to a safe and secure campus and to preparing students for a productive future, the University will strive to provide opportunities for learning and growth in an environment free from the abuse of alcohol and other drugs. As part of our commitment, Sul Ross is a member of The President's Leadership Group of The Center for College Health and Safety, funded by the Robert Wood Johnson Foundation. The primary goal of this prestigious group is to actively promote successful alcohol and other drug prevention efforts both on campus and in the larger community.

Sul Ross State University will accept advertising for the use and sale of alcoholic beverages when they are not prohibited by other organizations to which the University is subject and only when in the sole judgment of the University these advertisements do not promote excessive consumption, but rather positively promote responsibility in the consumption of alcohol by University Community members. Advertisements will not be included in University publications or at University Sponsored events if the advertisements promote excessive consumption through such enticements as "happy hours," "ladies nights," "two-for-one promotions," etc. Further, all advertisements must promote responsibility in the use of alcohol through the advocacy of such activities as "designated drivers," "responsible consumption," etc., or the inclusion of educational materials related to alcohol consumption.

This policy covers all university publications such as the student newspaper, *The Skyline*, athletic programs and events where other guidelines are not more restrictive, signs at events and postings on University bulletin boards and any other media event sponsored by the University or one of its recognized groups or student organizations. Acceptance of paid advertisements for University events or publications shall require the written approval of the Dean of Student Life prior to acceptance and publication.