

**Recommendation of the Policy Advisory Committee to Eliminate  
SAAP 4 - Advertising (Off-Campus) Student-Sponsored Events**

**Rationale:** After consulting with the department of Auxiliary Services and Legal Affairs, the PAC moves that S4 be eliminated. The policy is outdated and no longer pertinent.

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**ADVERTISING (OFF-CAMPUS) STUDENT-SPONSORED EVENTS**

**No:** S-4

**Date:** September 1991--Rev (1)  
(Original, March 1979)

**Authority:** UWM Administration

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Background

The opening of Stage II of the UWM Union in 1972 significantly increased the number of food and entertainment centers in the building. Some proprietors in the East Side community complained that these operations represented unfair competition. Meetings were held between university representatives and East Side business people to resolve the concerns. With respect to advertising, the following agreement was reached:

"It was agreed that the university would cease and desist from advertising its food service and other facilities to neighbors living near the campus. Likewise, it was agreed that the university would stop the solicitation and curtail the offering of services of the Student Union to non-connected groups for non-university events. It was clearly stated, however, that offering these services to university-related persons and functions would continue. It was also noted that advertising for events that take place in the Student Union, for example, plays and students events, was not included in this prohibition." (Agreement between East Side Area Business People and UWM Representatives, May 15, 1973.)

Policy

Auxiliary Services, such as dining services, bookstore sales and retail sales and defined by Financial Policy & Procedures Paper #42, will not be advertised in a manner which places the university into competition with the private sector.

Student service programs and student-sponsored events may be advertised when the event is a cultural, educational or social event which is part of the university's mission or is student-sponsored and the invitation to non-university participants may enable the presentation of an event on campus that might not otherwise be available to members of the campus community. When deciding whether an event is appropriate, the guidelines identified in the UW System Policy on Competition with the Private Sector will be applied.

Exceptions to the provisions of this policy must be approved by the director of Auxiliary Services (for the auxiliaries) or the Office of the Dean of Students (for other campus activities).

It is anticipated that when events are open to the public, admission charges will represent full cost recovery as identified by university policies. Differential rates may be charged when the event is underwritten in some manner by segregated fees or other university-related funding.

### Rationale

Off-campus advertising of events and the resulting attendance by the public often make it possible for the event to succeed and, therefore, be available for students to attend. A system of differential admission fees and, where possible, advance sales to students will give students first priority for attendance.

Community residents, particularly those living near the university, desire information concerning on-campus events. The availability of programs on the campus is to some extent compensation for the annoyances sometimes endured by residents as a result of the university's presence.