

1-25-1990

SR-89-90-44 (AC)

Marshall University

Follow this and additional works at: http://mds.marshall.edu/fs_recommendations

Recommended Citation

Marshall University, "SR-89-90-44 (AC)" (1990). *Recommendations*. 1533.
http://mds.marshall.edu/fs_recommendations/1533

This Article is brought to you for free and open access by the Faculty Senate at Marshall Digital Scholar. It has been accepted for inclusion in Recommendations by an authorized administrator of Marshall Digital Scholar. For more information, please contact zhangj@marshall.edu, martj@marshall.edu.

ATHLETIC COMMITTEE

Recommendation
December 7, 1989

SR-89-90-44 (AC)

That the Department of Athletics review all applications for sponsorships of athletic events and consider all ramifications of any sponsorship accepted.

BACKGROUND/RATIONALE: Concern over the sponsorship of the Midnight Special by a beer distributor has been expressed, particularly since it occurred during Alcohol Awareness Week.

FACULTY SENATE PRESIDENT:

APPROVED BY SENATE: Kathryn Heijk DATE: 1/25/90

DISAPPROVED BY SENATE: _____ DATE: _____

UNIVERSITY PRESIDENT:

APPROVED: [Signature] DATE: 1/31/90

DISAPPROVED: _____ DATE: _____

JAN 29 1990



SPEECH PATHOLOGY AND AUDIOLOGY
400 Hal Greer Boulevard
Huntington, West Virginia 25755-2675
304/696-3640

MEMORANDUM

TO: Kathryn Chezik, President
Faculty Senate

FROM: Karen L. McComas, Chair *KLM*
Student Conduct and Welfare

RE: Alcohol/Beer Marketing

DATE: January 26, 1990

While attending the Faculty Senate meeting of January 25, 1990, I noted with great interest recommendation #SR 89-90-44 (AC) which was submitted by the Athletic Committee. The fact that the Athletic Committee deemed it necessary to prepare a recommendation dealing with the issue of the use of Alcohol/Beer producers as sponsors for athletic events leads me to believe that individuals on the committee, and possibly the Athletic Department, are not aware of the policy regarding this issue. This policy has been in effect since 1984. I am enclosing a copy of this policy for your perusal and offer the suggestion that the Faculty Senate may wish to alert the Athletic Department and the Athletic Committee as to the existence of this policy. Awareness at these levels may alleviate future problems which I am certain recommendation #SR 89-90-44 (AC) was designed to circumvent.

KLM/flm

ALCOHOL/BEER MARKETING

Alcohol/beer beverage marketing programs specifically targeted for students and/or held on campus should conform to the code of student conduct of Marshall University and should avoid demeaning sexual or discriminatory portrayal of individuals.

Promotion of beverage alcohol/beer should not encourage any form of alcohol abuse nor should it place emphasis on quantity and frequency of use.

Beverage alcohol or beer (such as kegs or cases of beer) should not be provided as free prizes to individual students or campus organizations.

No uncontrolled sampling as part of campus marketing programs should be permitted and no sampling, or other promotional activities, should include "drinking contest."

Where controlled sampling is allowed by law and the institutional policy, it should be limited as to time and quantity. Principles of good hosting should be observed including availability of alternative beverages, food and planned programs. The consumption of beer, wine or distilled spirits should not be the sole purpose of any promotional activity.

Promotional activities should not be associated with otherwise existing campus events or programs without the prior knowledge and consent of appropriate institutional officials.

Display of availability of promotional materials should be determined in consultation with appropriate institutional officials.

Informational marketing programs should have educational value and subscribe to the philosophy of responsible and legal use of the products represented.

Beverage alcohol/beer marketers should support campus alcohol education programs that encourage informed and responsible decisions about the use or non-use of beer, wine or distilled spirits.

If permitted, beverage alcohol/beer advertising on campus or, in institutional media, including that which promotes events as well as product advertising, should not portray drinking as a solution to personal or academic problems of students or necessary to social, sexual or academic success.

Advertising and other promotional campus activities should not associate alcohol/beer beverage with the performance of tasks that require skilled reactions such as the operation of motor vehicles or machinery.

Local off-campus promotional activities, primarily directed to students, should be developed in consultation with appropriate institutional officials.

Endorsed by the National Association of Student Personnel Association (NASPA), Boozt Alcohol Association of College/University Housing Offices-I (ACHUO-I).

Approved: Student Conduct and Welfare Committee, 1984, University President, 1984. Copies of this document available in the Student Legal Aid Center, Student Life Office, Student Activities and Organizations, MSC 2W38, and the Vice President/Dean of Student Affairs, Old Main, 116.

442