

UNIVERSITY OF MISSISSIPPI  
STUDENT MEDIA CENTER  
ADVERTISING POLICY

The courts have upheld the theory that a newspaper does not have to accept any advertising that is offered to it.

To protect the interests of readers and advertisers, the University of Mississippi Student Media Center has adopted a code of advertising acceptability standards that applies to all media under the jurisdiction of the Student Media Center. These standards serve to protect the reader, viewers and listeners from the potentially harmful effects of misleading, inaccurate, fraudulent, doubtful, or ambiguous representation, and dishonest or unfair competitive statements. These standards also serve to prevent the effects of bad advertising from destroying reader confidence in the student media and in the good advertising which it carries.

Here are the general standards that govern the acceptability of advertising by the Student Media Center:

- 1) SMC does not accept advertising which, in its judgment, contains attacks of a personal, sexist, racial or religious nature, or which reflects unfavorably on competitive organizations, institutions, or merchandise. No advertising will be accepted which subjugates either sex to an inferior role.
- 2) SMC does not accept any advertising submitted in the expectation of receiving publicity in news or feature segments.
- 3) SMC does not accept advertising which, in its judgment, might destroy the confidence of readers, listeners or viewers, or advertisers. This includes advertising which is misleading, deceptive, or which grossly exaggerates or makes unwarranted claims.
- 4) SMC does not accept advertising which evades or attempts to encourage the evasion or violation of any law, regulation or ordinance—municipal, state or federal.
- 5) No advertising shall be accepted which resembles news matter in media. If a type of ad resembling news is used, it will be clearly labeled as “Advertisement” at the beginning of the ad.
- 6) Regarding opinion advertising, the policy of SMC on the advertisement of political and social views is to be available to those to those who wish to express a particular point of view, no matter how widely divergent it may be from that of the editorial stand of its individual media, as long as such advertising does not advocate the violent overthrow of the local, state or federal government. Full identification of the sponsors of an opinion advertisement is required. In general,

names of two or more of the officers of the organization must appear or be announced in the advertisement, as well as the address of the advertiser. If the names or likenesses of other persons are to appear in the advertisement, the advertiser must furnish evidence that all such persons have given permission for the use of their names and likenesses.

The ultimate authority in determining whether or not an advertisement or series of advertisements is acceptable resides in the student advertising manager of the various publications. At the discretion of the student advertising manager, questionable advertising may be submitted to the advertising director and/or general manager, whose ruling will be final.