

Dear Recognized Student Organization Member,

This manual has been compiled to serve as your guide to programming events. It covers the ins and outs of programming and publicity. We strive to make this manual as user-friendly as possible, and we have based our programming efforts on a specific programming model. That is to say, we have become more deliberate in the way we go about planning our events, and we have grounded these efforts in a model created by other members of our profession. In the way that you employ certain steps in a scientific experiment, or follow a mathematical formula, a programming model gives you a guide to better program planning. This does not mean that the model is to be followed rigidly, without exception. It does mean that we are hoping to teach you how to program in a logical pattern so that you can take these skills with you as you move into your professional lives.

The Manual has been divided into three main sections: Programming, Relevant Policies, and Forms. Each of these has then been divided into smaller sections. We look forward to working with you. We are confident that you can and will have a tremendous impact on programming at the University of Louisville.

Sincerely,

The Student Activities Programming Staff

# Programming

## **Ten Steps of Programming: A Quick Guide**

### **Step 1: Decide on an Event and Determine Goals**

- What is your program?
- Who are you trying to reach?
- What is the desired goal?
- Is your program realistic and can it be done? Will your group be able to make it happen?

### **Step 2: Before the Planning Begins**

- Consider the amount of work the event requires...  
Set up  
Run Time  
Clean up
- How many people will you need to help?
- Collaborate with Student Activities
- Consider the timeline: plan in advance!  
Do you have enough time to organize?  
Do you have enough time to advertise?

### **Step 3: Establish a Budget**

- How much money do you have to spend?
- Secure funding if needed
- Check again with other organizations to co-sponsor the event (such as SAB)

### **Step 4: Plan the Program**

- Think of a catchy title (Good titles encourage and motivate attendance)
- Set a date (Very important: check to see what else is happening on that same day)
- Set & reserve a location & equipment  
Who to contact  
Sharon Mudd- To register your event, submit alcohol forms, and to order DPS (if needed)  
Dave Shaw- To schedule the SAC or Red Barn facilities (Multipurpose Room, meeting rooms, etc.)  
Marcia Reed- To schedule facilities other than the Red Barn and the SAC  
Stuart Neff- To assist with copyright regulations concerning films and gaming tournaments  
Sheryl Meier- Funding for SGA
- Draw out the required set-up (arranging of tables, chairs, etc.)
- If the event is outside, reserve a rain location
- Set the time of event
- Decide on if you are providing food  
If so, what will you have & how much will it cost? (What are the catering policies?)

- Work with SAB to book talent if necessary
- Involve others!
  - Delegate! Choose a person to be responsible
  - Coordinate! Coordinate specific jobs and assignment; set deadlines.
  - Motivate! Publicly encourage, support, and reward those who have helped with a program
- Go over program with members of your organization
- Review alcohol or event policies (IMPORTANT!)
- Request security if needed (submit event forms to Sharon Mudd 21 days prior to event)
- Prepare contracts if needed
- Publicize your event!!

### **Step 5: Develop a Promotional Plan**

- Include the date, title, location, time, sponsor, admissions price, rain date & location
- How will other students find out about your event?
- Promotional Ideas
  - Flyers & posters
  - Table tents
  - E-mail blasts
  - Web page
  - Bulletin boards
  - Teasers
  - Sandwich boards
  - Bookmarks
  - Sidewalk chalk
  - Creative giveaways
  - Campus newspaper
  - Campus radio
  - Formal invitations
  - Door hangers
  - WORD of MOUTH is BEST!

### Publicity Tips

- Publicize the heaviest the week of up to the day of the event!
- Accurate, specific, and easy to understand information
- BE CREATIVE!!!

### **Step 6: Final Checklist**

- Delegate tasks!!
- Review the program plan
- Purchase decorations & food
- Confirm event details

**Step 7: Day of the Program**

- Check room set-up
- Designate job duties for volunteers
- Pick up food for event
- Heavy word of mouth!

**Step 8: At the Program**

- BE EARLY!!!
- Welcome everyone, remind them of upcoming programs

**Step 9: Relax and Have Fun at your Event****Step 10: After the Program**

- Pass out evaluations as people leave
- Demographics, how did you learn about the event
- 1-5 scale: entertainment, food/drink, enjoyment, hospitality
- Contact information: E-mail, etc.
- CLEAN UP!
- Send thank you notes/e-mails if necessary

## Questions to Consider

Once you and your committee begin working together and planning events, there are certain questions that you will need to answer:

- a. Consider your **approach** to the event.
  - Who is your target population?
  - What are your desired outcomes for this population?
  - How will you go about reaching this population?
- b. Consider the **extent** of the event.
  - How big do you want it to be?
  - How many people do you expect to attend?
- c. Consider the amount of **work** that the event requires.
  - How much work will the event require to set up?
  - How much work will this event require to run?
  - How much work will this event require to break down or clean up?
  - How many people will you need to help with these areas of work?
- d. Consider the **time-line** of the event.
  - Do you have enough time to get everything properly organized?
  - Do you have enough time to utilize all of your publicity options?

## Programming Timeline

It is to your organization's advantage to program at least two months in advance. This assists in getting contracts signed and processed. Along with planning all promotion materials--flyers, ads, radio spots, etc.

### **Before you commit to a program, but are considering a date:**

- Reserve a room
- Reserve a hotel room, if necessary
- Discuss any details necessary with your advisor
- **Remember to cancel these if the show does not happen!**

### **Four (4) weeks prior to show:**

- File event forms to Sharon Mudd
- Process Contracts
- Check for Copyright clearance if necessary
- Develop a full promotion plan with your committee members (keep printing and other deadlines in mind) to include all written press releases and unique promotion ideas (i.e. printed banners, buttons, cups, fortune cookies, etc.)
- Reserve space for the banner.
- Send a letter to faculty or student groups who may have an interest in the event.
- Send press packages (press releases, pictures and any other information about the show) to local papers to increase chances of articles.

- Plan publicity gimmicks and reserve any space or equipment needed (gimmicks include balloons, buttons, sidewalk chalking). If purchasing items is planned, initiate correct paperwork.
- Order food if necessary.

**Two (2) weeks prior to show:**

- Call agent/performer/company to confirm all details.
- Turn in advertising to the newspapers.
- Send out press releases and PSA's.
- Follow-up on the status of requests you have made.
- Order technical support if needed.

**One (1) week prior to show:**

- Call to follow-up on PSA's, press releases and press packets to see if further information is needed.
- Schedule hanging of banners and posters in visible locations.
- Coordinate set-up/clean-up (load-in/load-out), access passes, crowd control, and backstage security; assign responsibilities.
- Send information to Housing.

**Day of the show:**

- Help with the set-up and clean-up.
- Keep track of receipts, and money return.
- Pick-up performer if necessary.
- Members should arrive one hour before show time to receive name tag and help with crowd control, ticket tearing and handing out evaluations, pencils, and programs.

**Within one (1) week after the show:**

- Fill out the Post program evaluation form.
- Organize the event folder with all the correct information and file in the correct location. Make sure the file is a legacy for future committees.
  1. Pre program event form.
  2. All notes and phone correspondence notes.
  3. Co-Sponsorship information (if applicable).
  4. Any promotional information (flyers, ads, etc.).
  5. Post program event form.

## **Budgeting for an Event**

### **Guidelines**

Budgeting can be the most confusing part of event planning. There is a lot of paperwork, and lots of things to consider. Here are some helpful guidelines on budget processes at UofL, and how to work with agents and contracts.

1. First and most importantly, organize and plan programs well in advance. In this way, all paperwork can be done in a reasonable amount of time. Poor planning on your part is not acceptable. Producing in a timely manner also allows us a chance to correct any problems that may arise.
2. Before you buy anything, make sure to first let an advisor know what is to be purchased because some items (i.e. paper products) are not reimbursable. These items must be purchased through the University stockroom.
3. Your budgets can be confusing, but they're not as hard to read as they may look. It is the responsibility of each person to keep track of their committee's budget. You should be persistent in keeping up-to-date statements monthly, making sure your budget is assigned all expenses you expected, and having all income accounted for as well.
4. Yes, U of L is a bureaucracy, but most of the hoops we jump through are to ensure that we are good stewards of the students. This may help you better understand that there is a reason for doing things the way we do them. Most businesses have similar constraints. Learning our process could help you in what you may need to know in your future career.

## **Agents and Contracts**

### **Before calling, know:**

1. Your Organization name
2. Address where to send contracts
3. The main contact's phone number.
4. The main contact's fax number.

### **Questions to ask the agent:**

1. Is the act/program touring through/near Kentucky? If so, when?
2. What is the act/program's "asking fee?" What does this fee include?
3. What are the technical requirements for this act/program? You can ask the agent/artist/company to mail or fax a technical requirements sheet for your advisor to look over.
4. What promotional support is there for this act/program? (For example, does the agency provide free posters, flyers, tapes, etc.)
5. Can you send us a press packet? Promotional tape? Slides?
6. What other colleges/universities have booked this act/program in the past?
7. Will this act do teasers, residencies, interviews, classes?
8. Do we need to pay for transportation and lodging or is that included?
9. What dates are they available?
10. Will you provide a contract or do we have to supply one?
11. Are there special meal requirements?

### **Contracts:**

Advisors are responsible for filling out all contracts processed by our office. (And they have to do the purchase requests and W-9 forms!) Most contracts are sent by the agency, but sometimes we may use the UofL Contract. So, in order to initiate a contract with your advisor, you will need to fill out the contract information form. Most of the items are pretty self-explanatory, but you need to be sure to include the Federal ID #. The Federal ID # is the Federal Employee Identification Number. All businesses have an Federal ID for Tax purposes. Individuals also have a FEID #, but it is more commonly referred to as a social security number. Absolutely no paperwork can be processed without this number, so be sure to fill it in!

As Always, ask your advisor if you have any questions.

**Contract Information Sheet**

Name of Sponsoring Group	
Name of Artist/Vendor	
Number of Individuals in the Group	
Name of Agency/Agent	
Location of Show/Service	
Time of Show/Service	Beginning _____ Ending _____
Time of Sound Check	
Type of Show/Service	
Date of Show/Service	
Arrival Time	Load In _____ Load Out _____
Amount of Compensation	
Make Check Payable To	
FEID # or SSN # of person/group for check	
Equipment/Services provided by your committee (sound, lights, hotel, food, travel, etc.)	
Ticket Prices	Student _____ General Public _____
Agent Address	
City, State, Zip	
Phone Number	

## **Implementation**

### **Programming**

1. Assess the potential audience & their needs.
2. Brainstorm ways to meet the needs: nothing is outrageous!
3. Create a "game plan" for the semester or year - be organized and use your calendar.
  - What nights do you want to program?
  - Do you want theme nights?
  - How many programs a month?
  - Do you want to do daytime programs?
  - Do you want to do programs for limited markets e.g. married students, specific colleges, minority groups, families, etc.?
4. Decide on individual programs.
  - Think about co-sponsorship with another organization.
5. Decide how much you can and want to spend on the program.
6. Select a date & time after checking what other events may be scheduled for that date.
7. Use a pre-program form to share with your fellow Board chairpersons and alternates.
8. Select a location & reserve this site.
  - Arrange required setup - chairs, tables.
  - Note: if the event is outside, reserve an alternative inside location in case of bad weather.
9. Contact the agent, speaker, band, etc.
10. Create a publicity plan.
  - When ads will run both in print and media.
  - Have a plan on where flyers are distributed.
  - Turn in a graphics request with your SGA representative.
  - Prepare a group to distribute flyers, etc.
11. Arrange for technical support.
12. Arrange for hospitality, if applicable.
  - Transportation
  - Hotel rooms
  - Food service
  - Student host
13. Arrange ticket sales.
  - Box office contract
14. Handle security issues.

Do you need to notify Department of Public Safety for security purposes?  
Contact Sharon Mudd to arrange security.
15. Follow up with everyone to make sure they have completed their tasks.

Delegation is a good thing!  
Motivate students who may be lagging.
16. Confirm arrangements and confirm that your committee and Executive Board members will be at the event.
17. Make sure that everything complies with the all University policies and the American Disabilities Act (ADA) requirements for disabled students needs.

18. Decide who will introduce the program. Decide who will pass out evaluation forms to the audience.
19. Be attentive at the event.
  - How many people are there?
  - Are people interested and enjoying it?
  - Assess the audience.
  - Are there safety issues or risks?
20. Thank the performer at the conclusion of the event.
21. Clean up any trash, etc.
22. Evaluate the program and discuss its success using the committee with the post program event form.

## The Checklist

Identify the tasks that need to be accomplished to present the program and delegate to the proper committee member. Determine when the work needs to be completed.

### I. BEFORE THE PROGRAM

#### A. General:

	<u>date to be completed</u>	<u>assigned to</u>	<u>notes</u>	<u>done</u>
Check Calendar Conflicts				
Reserve Facility (room, building)				
Technical Requirements (sound, lights)				
Reservations/Productions (seating, stage, tables)				
Arrange for Security, if necessary				
Decide theme				
Comply with University/Organization Policies and Regulations				
Copyright Clearances				
Tickets				
Solicitation				
Driving				
Party/Dances				
Posting Notices				

#### B. Financing/Purchasing:

	<u>date to be completed</u>	<u>assigned to</u>	<u>notes</u>	<u>done</u>
Process Contracts				
Prepare Proposed Budget				
Establish Petty Cash				
Request Purchase Orders or Checks Using Purchase Request Forms				
Verify Status of Request w/Kathy				

#### C. Hospitality

	<u>date to be completed</u>	<u>assigned to</u>	<u>notes</u>	<u>done</u>
Select and Invite Special Guests				
Decide seating arrangements				
Arrange for food service (reception, meals, dinner, etc.)				

Contact servers, if necessary				
Obtain name tags, markers				
Arrange for:				
Transportation				
Lodging				

D. Tickets

	<u>date to be completed</u>	<u>assigned to</u>	<u>notes</u>	<u>done</u>
Box Office Contract				
Prepare complimentary passes				

E. Publicity

	<u>date to be completed</u>	<u>assigned to</u>	<u>notes</u>	<u>done</u>
Prepare a Publicity Calendar/Campaign				
Prepare Material for Bulletin Boards and Special Displays				
Order or Design Graphics				
Ads				
Posters				
Flyers				
Table tents				
Buttons				
Logo				
Letterhead				
Programs				
Order or Prepare Press Releases for				
Bulletins				
Newspapers				
Newsletters				
Campus Digest/Info Services				
Prepare Public Service Announcements (PSA)				
Set up Interviews-Radio/TV				
Write Letters to faculty and targeted audiences				
Contact Community Businesses with Marquees				
Arrange to use Electronic Sign				
Obtain photographer (Mike)				
Design & Print Program				

F. Other Committees and/or functions

	<u>date to be completed</u>	<u>assigned to</u>	<u>notes</u>	<u>done</u>

G. Miscellaneous

	<u>date to be completed</u>	<u>assigned to</u>	<u>notes</u>	<u>done</u>
Obtain Special Equipment				
Flashlights				
Clipboards				
stopwatches				
Pencils				
magic markers				
other: _____				

II. A FEW DAYS BEFORE THE DAY OF THE PROGRAM:

Recheck the following:

	<u>date to be completed</u>	<u>assigned to</u>	<u>notes</u>	<u>done</u>
Facility and physical set up (room, etc.)				
Technical arrangements (audio, etc.)				
Security arrangements				
Food/Refreshment order				
Transportation/Lodging Arrangements				
Confirmation of Guests				
Ticket sales				
Programs, printing				
Ushers, servers, emcee				
Decorations, if necessary				
Budget				
Publications				
Check on payment, etc.				

III. DAY OF PROGRAM:

Check on:

	<u>date to be completed</u>	<u>assigned to</u>	<u>notes</u>	<u>done</u>
Facility-room arrangements				
Technical-set-up				
Coordinate press reps				
Ticket arrangement, verify staffing				
Transport VIP's				
Security arrangements				
Put up decorations				
Pay performers, speakers				
Distribute:				
Programs				
name tags				
Introduce guests				
Other: _____				

## **Publicity: Effective Publicity....the most important part of any event!**

Without good publicity, programs fail! In order for people to attend or participate in your event, they have to know about it first! Publicity is one of the first things to plan when programming--the earlier you start, the more people will know about and want to attend your event.

What is the purpose of publicity?

- To stimulate interest and involvement in programs.
- To reach your target audience(s).
- Provide accurate information about the program.
- To create favorable image of program and organization.
- To attract attention.
- To communicate ideas.
- Provide opportunities to be creative.
- To sell the program.
- Provide an opportunity for people to work and collaborate together.

What can be gained from effective publicity?

- A well attended event or program.
- An appreciative audience.
- Feeling of success and accomplishment for organization members.
- Discovery of creativity potential and capabilities.

What is expected of people involved with publicity?

- To be creative and imaginative.
- Use material and resources to attract and stimulate.
- Promote events using variety of techniques and media (make it a campaign!).
- Get the word out in timely fashion (publicity means advanced).
- Follow through.

The essentials of publicity:

- AIDA: to draw Attention, Interest, to Inform, to create Desire and to promote Action.
- WWW: all advertising and publicity should include Who, What, Where and When.
- Plan a campaign...have people see and hear a theme every time they're exposed to publicity about your event, this creates consistency and awareness--This is crucial when publicizing to one large group with many different types of publicity items (i.e. students).
- Think about your target audience(s)--who would be interested in coming and how can you contact them, write a letter, phone call...

## **Traditional Publicity Techniques:**

- Newspaper advertisements.
- Radio advertisements.
- TV advertisements.
- Newspaper articles about event, news clips on TV and radio.

- Public Service Announcements (PSA's) on local radio stations and TV stations.
- Posters, flyers.
- Banner on campus.
- Do not underestimate word of mouth! Research shows it's the most effective form of publicity.
- Promotional freebies (cups, T-shirts, buttons) are especially good if available before the event to stimulate interest and consistency in seeing ads, and posters.

### **How to Obtain These Traditional Forms of Publicity**

- Newspaper articles--request a press release be sent and follow up with phone calls, send to school newspaper, local newspaper, school magazine, newsletters, and departments on campus.
- Radio news and PSA's--request a PSA to be sent to radio stations, TV stations.
- Ads and posters--is someone on your committee interested in graphics and art design? This is an opportunity for them to get portfolio clips.
- Talk! Tell everyone you know about the event, tell your classes.
- Order promotional items from catalogs; keep in mind that they sometimes take four to six weeks to receive.
- Does someone like to paint--have them make a banner.
- Are there any journalism/advertising/PR/marketing majors in your organization? This is a great chance for them to gain practical experience.

### **Non-Traditional Publicity Techniques:**

- Anything you can think of!
- Table tents in SAC food court, cafeteria and at computer terminals.
- Have a sidewalk chalk contest on campus.
- Information booths in the SAC and anywhere else possible on campus.
- Phone-a-thon to inform.
- Napkins with your event's info on them.
- Penny voting.
- Cookies or candy canes with your message written on the wrapper.
- People dressing up in costumes and passing out information.
- Display cases, bulletin boards.
- Get postcards printed, mail to housing students or get student mailing list.

### **Examples of Non-Traditional Methods of Publicity**

- For a Chinese movie festival, a committee ordered and passed out fortune cookies with information and show times inside.
- For a "tear-jerker" movie series, a school had little packets of tissues made that had the series schedule on the wrapper.
- Get cups printed up with your event on them, hand out free cups and coke on campus the day before your event.

- Teaser ads...when a committee didn't have an event nailed down but knew the date, they put ads in the paper saying..."It's coming, April 8th."
- For a movie called Jamón Jamón (Yes, this means Ham Ham in Spanish) a committee borrowed a pig from a veterinary school and ran it around campus. This got their picture and a tag line about the movie in the paper the next day.
- If you're having T-shirts printed for the event, make sure you get them early and have organization member wear them all on the same day.
- For the movie Casablanca, instead of making a regular poster, a group made a poster resembling the rain-soaked note (if you haven't seen the movie, you will have no idea what I'm talking about) that Ingrid Bergman writes to Humphrey Bogart.

### **Methods of Publicity & Things to Remember**

1. **Display Cases:** Should be neatly organized and show good contrast. The titles should be bold to catch people's attention. Bright colors will help make information stand out more.
2. **Banners:** A neat, crisp, and bright presentation will help capture attention. Large, totally unorganized banners will also capture attention if applied to the right event. The unusual look about them gets people's interested.
3. **Flyers:** Flyers should try to use bold lettering and be short and to the point. You want your audience to be able to glance at the flyer and get the message of what it is trying to say. Bright colors will be more likely to capture attention of people walking by the flyer.
4. **Publicity Location:** Use unusual places to display your publicity. People are not expecting publicity to be located in some places and therefore it will catch their attention. Note: The SAC has strict guidelines as to where flyers may be posted!
5. **Radio Stations:** Usually can receive free publicity for non-profit events. Contact your station's promotional manager.
6. **Newspapers:** Good for campus wide events but can be very costly.
7. **Student Focal Point:** Try to create a student center where students will come for information or services. Once such a center is created, it can be effectively used for publicity. They need what services are provided so they will go to the center.
8. **Table Tents:** These are one of the most effective and low cost types of publicity available. Try to use different folds, colors, and print styles.
9. **SAC Info Tables:** These provide a more personable way to publicize events. You can directly answer questions and sell your event.

10. **Souvenir Items:** Sell glasses, T-shirts, etc. to promote your event.
11. Set up a boom box or VCR at a SAC info table and play works of an artist or speaker who will be appearing on your campus soon. Also include an appropriate display while the recording is being played.
12. For a specific cultural event the Board may be having (i.e. International Tea or Banquet), ask food services if they will feature a specific kind of food item for lunch in the cafeteria to promote your event.
13. Have a pocket calendar of upcoming events printed on cards with an academic year calendar printed on the other side.
14. Hand people something to put in their pockets. If they don't look at it when you hand it to them, they will look at it when they empty their pockets.
15. Write your advertising publicity briefly on memo boards on resident's doors.
16. Send press releases to campus and local newspapers.
17. Word-of-mouth sometimes proves to be the most effective and definitely the most inexpensive way to advertise. This makes it very worthwhile to take the time to stop and tell everyone about your event.
18. Put flyers on car windows. They will catch attention. Be sure to check and make sure that you do not violate any university policies.
19. **THE SKY'S THE LIMIT!** You may be able to arrange for a plane to skywrite your message or even carry an advertising banner behind it.

### **Banner Policy**

The hanging and draping of banners on the interior or exterior of campus buildings and/or from trees or poles installed specifically for such support, is authorized under the following conditions:

- A. Only officially registered University organizations are allowed to hang or drape banners on campus.
- B. Organizations planning to hang or drape banners on campus must see Kenny Quisenberry, Dave Shaw or Albert Burton if the banner is to be hung in the SAC. If you want to hang a banner elsewhere on campus you must contact Marcia Reed
- C. Banners to be hung outdoors must meet the following specification:
  1. Banners erected as overheads must:
    - a. Be no more than 100 square foot in size.
    - b. Be constructed of heavy cloth, heavy vinyl or heavy plastic, properly sewn and vented.

- c. Use rope or cloth tape fasteners of sufficient strength to hold the banner. No staples, wire, nails, or screws may be used to connect banners to trees or buildings.
- d. If posts are used, have post not exceeding 18 inches in depth.
- e. Have all rope guys marked to be visible day and night. No wire guys may be used.

2. No banners may be placed on building roofs, over a campus road or roadway or placed in such a manner as to impede the normal passage of foot or bicycle traffic.
3. No banner may be placed under or in the immediate area of utility (electrical or telephone) lines or facilities.
4. The organization requesting approval of the banner must defray its cost, and be responsible for the erection and removal of, and any damage caused by, such banner.
5. Commercial advertising or sponsorship involving commercial off-campus vendors which is inconsistent with University policy will not be allowed.

D. Organizations are responsible for preventing damage to University property such as telephone systems, underground irrigation systems, trees and shrubs. Prior to digging post holes, organizations should consult with the Work Management Center of the Physical Plant Division concerning the location of such systems.

E. The number of banners will be limited to the capacity of the area as determined by the University official responsible for the area or building where the banners will be hung or draped.

F. Fraternities and sororities should abide by these regulations when hanging or draping banners on the property of the fraternity or sorority.

### **Doing It Right...Delegating**

Delegating is a valuable skill to learn in order to be effective as a leader. By delegating, you are challenging others to test their skills while letting them know that you trust them. Delegating can be difficult because there is some risk involved as well as an initial time investment. Some tips for delegating taken from Business Forum (August 1993) may help:

- You have to know the project yourself before you can explain it to someone else. Write down all of the steps that the project needs to go through on its path to completion. This will help you explain the task to the one you're giving it to. Don't expect the job to get done right if all you tell the person is, "Here, do this!"
- Challenge a member with the project. Don't just delegate easy assignments; give a task to a member who will have to stretch his or her capabilities to get it done. The member will grow a great deal in the process.

- Build the member's confidence. Explain to this person that you have confidence that he/she will get the project done.
- Define what needs to be done. Make sure the member understands the importance of the project, when it's supposed to be done, and how it should look when it's done. Have them repeat the tasks back to you to make sure they're clear about it.
- Ensure that the member has the necessary resources. If certain equipment or materials are needed for the project, make sure the member has access to them. Also, make sure the member has enough time, and if training is needed, make sure it is provided.
- Keep the door open. The member may carry the false notion that he/she can't ask questions because that would be a sign of ignorance. Dispel those fears by telling the members that you expect questions and that you plan to get together from time to time to discuss the project. Establish an atmosphere that makes the members feel comfortable asking questions.
- Be familiar with the member's weaknesses. No one is perfect. You'll need to work with the member to overcome his/her weaknesses.
- Assess the final project. Review it with the member so that he/she knows what was done right and what was done wrong. This session will be a good springboard for the next delegated project the member undertakes. Remember that people have different ways of working on projects, so accept an individual's style as long as the final project is what you wanted.

Delegating is like any skill; you need to practice in order to get good at it. Delegating is particularly difficult to do in the beginning. As you get more practiced and become better at it, you will discover that the reward is well worth the effort!

### **Evaluation**

One of our most important jobs is to evaluate and assess our success in programming. We do this in a number of ways.

- We pay attention to how many people attend our events
- We pay attention to racial and ethnic minority attendance at our events
- We pay attention to the audience/participant reaction
- We strongly encourage audience members/participants to fill out our Event Evaluations (see forms)

### **Post Assessment**

Things to consider when assessing an event:

- Analysis: Review the evaluation data and relate the information to program goals, objectives, and anticipated outcomes. Prepare these data in a report applicable to future programs.
- Recognition and Reward: Identify individuals and groups who contributed significantly to the program's success, including program planners, participants, and peripheral sponsors, and publicly acknowledge and celebrate their roles.
- Unexpected Outcomes: Identify activities or events that were not part of the original plan, and determine whether or not they impeded or enhanced the program.
- Fiscal Evaluation: Determine how well actual expenses matched anticipated costs for each program component. Identify unusual factors that may account for any discrepancy. Decide if alternative methods of delivery would have been less expensive.
- Programmers' reactions: Collect evaluative data from program planners, including suggestions for potential changes. Ask about both process and product.
- Ecological Impact: Make sure the program's success did not come at the expense of some element of the campus environment. Determine the program's impact on the campus community as a whole, on other programs, on physical space and its use, on non-targeted segments of the population, and on the institution's mission and goals.
- Community Building: View the program in terms of its effect on efforts to develop positive relationships among all segments of the campus community and with the larger community surrounding the campus.
- Program modifications: Use of all evaluation data to identify suggestions for program modifications. Make appropriate recommendations; even small changes can often bring a program closer to its started goals and objectives.

### **Ethics/Principles**

Justice: Promote Justice

- Fair treatment of all persons
- Fair distribution of goods, services, and rewards
- Three standards should be observed:
  - Reciprocity
  - Impartiality
  - Equality

Autonomy: Respect Autonomy

- The right to act as a free agent
- Freedom of thought or choice
- Freedom of action
- The right of self-determination

- The right to privacy
- Confidentiality
- Informed consent

Beneficence: Act to Benefit Others

- The obligation to make a positive contribution to another's welfare
- The promotion of personal growth
- Beneficence often needs to be balanced against respecting autonomy and doing no harm to one party while helping another.

Fidelity: Be Faithful

- The obligation to keep promises
- The obligation to be loyal
- The obligation to be truthful
- Special obligations come with contracts between individuals of unequal knowledge or power.

Source:

Kitchener, K.S. (1985). Ethical principles and ethical decisions in college student affairs. In H. J. Canon & R. D. Brown (Eds.), *Applied ethics in student services* (pp. 17-29). *New directions in student services*, No. 30. San Francisco: Jossey-Bass.

### **NACA Statement of Business Ethics and Standards**

The National Association of Campus Activities, NACA, as an educational, professional and trade association, has consistently promoted a high standard of ethical business practice among its members. It is generally acknowledged by the NACA membership and supported by its leadership that all representatives of member institutions and firms have a responsibility to themselves and their institutions or corporations to conduct business in an ethical manner. The NACA Statement of Business Ethics and Standards indicates good business practices that generally promote the qualities of honesty, fairness, consideration and enlightened professionalism.

The NACA Grievance Procedures exist to provide opportunities for arbitration and to provide fair judgments about any alleged violations of the Statement of Business Ethics and Standards by an NACA members.

### **Negotiating and Contracting**

NACA's interest in promoting ethical practices among its members focuses on the critical areas of Negotiating and Contracting. Following are several guidelines and principles recommended for the successful conclusion of the negotiating and contracting process used by NACA institutional and associate members for a variety of attractions, performers and speakers:

1. Negotiations should be undertaken and agreements reached only by individuals properly identified and authorized by the institutional member, associate member or attraction, and any limitations about an individual's authority should be clarified when negotiations begin.
2. Associate members should clarify exclusive and non-exclusive representation rights, arrangements or agreements for attractions offered to institutional members upon request.
3. Telephone calls should be returned and correspondence answered promptly.
4. Institutional and associate members should respond promptly to offers and, if accepting or declining an offer, should clearly and explicitly express such intentions.
5. An attraction should be able and willing to fulfill the elements of any offer made to an institution and, if an offer is conditional, make such conditions clear to the institutional member during negotiations.
6. Contracts, riders and addenda should be completed, signed and returned by all parties promptly, and all requirements of signatory responsibility should be clarified during negotiations.
7. Any associate member who signs contracts on behalf of an attraction is responsible for the provisions of any agreement unless the contract specifically states otherwise.
8. Ethically, oral agreements and commitments should be honored, but oral agreements are not necessarily binding, and a written contract signed by all parties is essential to confirm the negotiated arrangements.
9. Associate and institutional members are responsible for ensuring that the institution and attraction understand all the arrangements and terms in the contract and riders.
10. Institutional members should provide complete and accurate information regarding the facilities and equipment to be used.

11. Institutional members should clearly state the methods and timing of payment during negotiations and in the contract.
12. Institutional members should specify all activities and expectations of the attraction in writing, and the agency or firm is responsible for informing the attraction of the institution's expectations.
13. Associate members and/or the attraction should promptly provide information regarding the inability of an attraction to meet the obligations of an existing agreement.
14. Associate members should not offer the availability of an attraction without the reasonable expectation that the offer can be fulfilled. Likewise, institutional members should not make an offer for attractions unless the institution has serious intent to negotiate an agreement.
15. Associate members should not enter into agreements with the express intent to offer a substitute or replacement for the agreed upon attraction.
16. Associate members should quote fair market value fees for attractions and should quote attraction fees that accurately represent the usual remuneration paid to the attractions.
17. Offers, acceptances, revisions and requests for information should be expressed in writing to ensure clear understandings.
18. Associate and institutional members should avoid excessive requirements or demand in any contract riders.
19. Associate and institutional members should honor the terms of any agreements made even if the individuals authorized to make commitments on behalf of the member are no longer associated with the member.

### **Program Management**

NACA members also are expected to fulfill the terms and provisions of all agreements and to conduct programs and events with professional business practices once an agreement has been reached. Following are several recommended guidelines and principles of ethical program management:

1. Associate members should send agreements and promotional information promptly and as promised. Institutional members should request only the quantity and types of material needed.
2. Institutional members should return videotapes, films or other special promotional materials promptly and in proper conditions specified in the agreements and as requested by the associate members.
3. Institutional members should advertise and promote activities as completely and in as timely a way as possible.
4. Promotional material should accurately reflect the attraction's talent, skill, ability, performance, topic or service to be provided to the institution.
5. Institutional members must secure written permission before recording or videotaping a performance or program with the associate member.
6. Institutional members must secure written permission before recording or videotaping a performance or program in accordance with the provisions of the agreement.

7. Institutional members must report in a timely and accurate manner any attendance and expense reports that have an affect on the remuneration of the attraction.
8. Institutional members should treat attractions as special guests on campus. Attractions should treat facilities and campus regulations with respect.
9. Institutional members should offer to host the artist, speaker or attraction before, during and after programs and serve as a liaison with the campus community.

Attractions and/or their representatives should schedule their travel to begin the performance or program at the time stated in the contract and should notify the institution promptly of any travel delays. *\*The term attraction is defined as any act, artist, performer, speaker, individual, group, product or service that is represented by an associate member firm or agency.*

### **Ethics and Outside Organizations**

- You represent your organization, the University of Louisville, and the State of Kentucky to outside agencies, clients, and fellow students. The image you portray is very important.
- When you work with outside organizations in an ethical manner, you will help all future organization members in their contact with these agencies.
- If you are doing any publicity or promotion, follow University policies and procedures. The rules apply to everyone, and if one committee violates these, we all suffer. Ask your advisor for clarification.
- Remember that everyone has a deadline for finishing a job. Allow for plenty of leeway when turning in requests to your advisors, members, all University departments and outside agencies, as well as for your publicity requests and tech requests.
- If another student organization contacts your committee about a possible co-sponsorship, tell them when you will be meeting with your other members in order to vote on co-sponsorship of the event. Give them an answer with an explanation as soon as possible. This will allow them time to find another sponsor if necessary.

### **Ethics and Agents**

- Introduce yourself to the agent by telling them your full name and that you represent the University of Louisville. You may need to explain what your organization is because they may not know.
- Try to develop a rapport with the agents. Most are members of NACA and understand colleges. There are only a few who are completely devoid of any social skills or who will drive you crazy.
- Let the agent know what your office hours are for the semester (this means you need to keep office hours!) and the names of any other person to whom the agent could speak with if you are unavailable.

- Tell the agent immediately that you are not allowed to sign a contract.
- Before discussing possible dates with the agent, make sure the room or facility you need is available or on hold for any date which might be in question.
- When phoning an agent, have your questions written down to make sure you do not forget any important points. For example, "Does the asking price include sound and lights?"
- When speaking with an agent be very honest. Let them know your deadlines, the date you are interested in, the size of the venue and ticket price (if this is applicable).
- When an agent calls, try not to keep him or her on hold on the telephone for long periods of time. It is just as annoying for them to be on hold as it is for you.
- Check your messages daily if possible. ALWAYS RETURN AN AGENT'S PHONE CALL AS SOON AS POSSIBLE. This is being professional and courteous, and it also will prevent the agent from hounding you (and your advisors).
- If an agent phones you about an act, and you are not interested or have decided not to present an act, tell him/her immediately. You will not hurt his/her feelings! An agent once said that his/her second favorite word to hear is "no." The worst thing in the world to do is string an agent along about an act, leading them to believe you might be interested, when you really are not.
- If there is something in a contract that you are not going to be able to provide or fulfill let the agent know right away with an explanation. No one likes surprises. Make a note for the record you told him/her that you could not do it. Follow this with a memo to the agent and retain a copy.
- Make it a habit to send the agent or road manager a fact sheet of all pertinent information pertaining to our school, the venue, and a map of how to get to the University. Send this information to both the road manager and agent (may be separate addresses). When agreeing on who will provide items, always write it down in a memo or letter and send it to the agent immediately to confirm your conversation.
- Keep a record in the show folder of every time you call the agent or performer and what they said and did; have it legible and dated.

### **Other Pointers**

- Anything you can do for an act upon their arrival will be greatly appreciated and will help maintain U of L's reputation in the business. Make sure parking instructions, food locations, hosts, etc. are explained.
- Always have a representative greet the act upon their arrival. Have a University representative stay with the act for the entire time the act is going to be at the University.
- If at all possible, follow a food rider (if applicable) exactly as written. Traveling groups take their food very seriously, and it is the easiest way to keep them happy.
- Providing little extras is also a nice gesture. For example, you can inquire with the local flower shops to get them to donate a bouquet of flowers for the act's dressing room in exchange for putting the shop's insignia on the flyer.

- Another nice thing to do is provide all publicity and articles that have appeared in the paper or have been posted around campus, and make a portfolio for the act or their manager to keep. Some contracts require this service as well.
- It is also appreciated if you provide a "runner" with a car the day of the show to purchase any items an act may have forgotten. (i.e. a band member may need a drum key, guitar picks etc. These items are to be purchased with the band's money.) We do not allow our students to purchase alcohol for the performer(s).
- Have the parking arrangements already set with University Parking one week before the show. This will help and avoid problems on the day of the show. For this, you will need to know the types of vehicles and number of vehicles the act is bringing.

# **Relevant**

# **Policies**

## **Student Organization Code of Conduct** (Revised January 1998)

### **1. Introduction**

The Student Organization Code of Conduct is the University's policy regarding discipline of student organizations. The primary purpose of the Organization Code is to provide a quality educational environment for students and student organizations and to notify student organizations of the University's expectations regarding behavior. The Code should be read broadly and is not designed to define misconduct in exhaustive terms.

### **2. Prohibited Conduct**

Societies, clubs, or similar organized student groups, within or recognized by the University, are subject to standards similar to those for individual students in the University community. Student Organizations should be fully cognizant of the University policies, including but not limited to: the Code of Student Conduct, the RSO Event Policy, the Guidelines for Hosting Events With Alcohol For Student Groups and Councils, and the University Hazing Policy. An organization cannot ignore or escape its responsibility for the action of its members. An organization violates a University policy or rule when:

1. one or more of its officers or authorized representatives acting in the scope of their organization capacities commits the violation on University premises or at University sponsored activities;
2. a member of an organization or group acting with apparent authority of the organization commits the violation on University premises or at University sponsored activities;
3. one or more members of an organization or group fail to promptly report their knowledge or any reasonable information about a violation to the appropriate University authorities;
4. one or more members knowingly commits or fails to report a hazing incident;
5. one or more members of an organization or group or its officers, under circumstances in which such person(s) knew an act constituting a violation was occurring or about to occur, and/or fails to prevent the act or encourages, aids, and abets the act.

### **3. Discipline Procedures**

The general responsibility for discipline of all student organizations or groups will be vested in the Office of the Assistant Vice President for Campus Life. The University reserves the right to take action under the Code of Student Conduct toward individual students if warranted.

#### **4. Administrative Conference/Community Review Board Processes**

Anyone wishing to report an alleged incident of group misconduct may make such a report in writing to the Office of Campus Life, which will determine whether any action should be taken in response to the report. If it is determined that action should be taken, the Assistant Vice President for Campus Life or his/her designee will decide whether to proceed by an Administrative Conference or through the Community Board Review process. Generally, cases involving less serious incidents will be handled by a Community Board Review.

##### **Administrative Conference**

The Administrative Conference will be conducted by the Assistant Vice President for Campus Life or his/her designee. The accused student group and the complainant, if any, have the right to:

- A. be present at the conference but may not be represented by more than three members unless otherwise requested by the Assistant Vice President of Campus Life or his/her designee;
- B. present evidence by witness, or by affidavit if a witness is unable to attend the conference;
- C. bring an advisor to the conference. The advisor may not participate in the conference unless asked to do so by the Assistant Vice President for Campus Life or his/her designee.

After reviewing relevant information provided by the organization, complainant, witnesses, University officials or other sources, the Assistant Vice President for Campus Life or his/her designee will issue a written decision.

##### ***Community Review Board***

The review will be conducted by a panel comprising staff and students appointed by the Assistant Vice President for Campus Life. The process will be informal; strict rules of evidence will not apply. The review will be closed except to the review panel, appropriate Campus Life staff, representatives from the accused student group, the complainant, an advisor for the accused student group and the complainant. Witnesses will be present during the actual time of their testimony.

The Student Group and the complainant, if any, have the right to:

- A. be present at the review but may not be represented by more than three current members. However, if either or both of the student group and complainant fail to appear, the review may be held and recommendation rendered on either or both of their absences;

- B. present evidence by witness, or by affidavit if a witness is unable to attend the review. It is the responsibility of the accused student group and the complainant to notify their witnesses of the date, time, and place of the review. If witnesses fail to appear, the review will be held without benefit of their testimony;
- C. bring an advisor to the review. The advisor, however, may not participate in examination of witnesses or presentation of materials of information to the review board, unless asked to do so by the board member(s).

The Community Review Board will submit a written recommendation to the Assistant Vice President for Campus Life or his/her designee within five (5) working days after the date of the review indicating the recommended findings to be issued and the recommended disciplinary measure, if any, to be imposed. The Assistant Vice President for Campus Life or his/her designee will review the recommendation and issue a written decision.

## **5. Disciplinary Measures**

If it is determined at the Administrative Conference or the Community Review Board that the accused student group has violated the Student Organization Code of Conduct prohibited in Section 2, the Assistant Vice President for Campus Life or his/her designee will impose an appropriate disciplinary measure from among the following sanctions:

- A) Reprimand: Notice of violation of specified regulations and warning that further such conduct may result in a more severe disciplinary action.
- B) Disciplinary probation: Imposition of conditions on the organization involved, with warning of possible graver action if further infractions occur (or if probation is violated).
- C) Restitution: Public Service, educational requirements or other measures.
- D) Restriction of privileges: Limiting of certain privileges or practices of the group(s) involved in the offense.
- E) Suspension of organizational recognition: Temporary removal of recognition.
- F) Revocation of organizational recognition: Permanent removal of recognition.
- G) Charter revocation.

## **6. Discipline Decisions**

The decision of the Assistant Vice President for Campus Life will be final except in the instances where the disciplinary measure is suspension of organizational recognition, revocation of organizational recognition, or revocation of charter recognition. In the event of suspension of organizational recognition or revocation of organizational recognition, the organization may appeal to the Vice President for Student Affairs within fifteen (15) days of the decision of the Vice President of Campus Life. In the event of charter revocation, the Assistant Vice President of Campus Life will make a recommendation to the Vice President for Student Affairs. The decision of the Vice President of Student Affairs will be final.

**UNIVERSITY OF LOUISVILLE  
RECOGNIZED STUDENT ORGANIZATIONS (RSO)  
EVENT POLICY & GUIDELINES  
(Revised September 2002)**

**I. POLICY APPLICATION**

This policy applies to all events sponsored by Recognized Student Organizations (RSO) and other student groups (hereafter RSO is used to refer to all student groups) on the University of Louisville campus occurring after 6 pm and involving an anticipated attendance of 100 persons or more. Routine RSO business meetings are excluded from the policy. **Events scheduled in facilities not managed by the Student Activities department must meet all requirements of the managing unit. All on campus RSO events or university sponsored RSO events are subject to the policy.** RSO events scheduled at university-affiliated facilities such as Papa John's Stadium, the University Club or the Brown & Williamson Club, are subject to review under this policy.

**II. EVENT SCHEDULING**

All RSO events subject to this policy must be registered with the Campus Life Office. Once the event is registered, the RSO will be referred to the appropriate campus office for scheduling facilities. Depending on the nature and the location of the event, and recommendations from the Campus Life Office and the Department of Public Safety (DPS), additional security measures may be required by the facility manager such as additional security personnel, the use of metal detectors, structured event management, staff and supervision by Student Affairs and/or other professional staff. In addition, an RSO advisor must be present throughout the event.

RSO events held on Friday or Saturday nights must conclude no later than 1:00 am (or earlier if the building closing time warrants it). Two events per semester will be allowed to continue until 2:00 am. These events must be held in the Red Barn or the Multipurpose Room of the SAC. RSO events scheduled Sunday through Thursday must conclude by 11:00 pm.

Limited exceptions to this policy may be granted by the Campus Life Office. For example, auditorium seating programs will usually have less security requirements. Exceptions to the policy must be made in writing by completing the RSO Policy Exception Form, available in the Campus Life Office. This form must be submitted to the Campus Life Office no less than three weeks prior to the event.

**III. ADMITTANCE POLICY**

All events sponsored by RSOs on the University of Louisville campus subject to this policy are restricted to the following people:

- A. Student presenting a valid identification card from U of L or other university or college.
- B. A maximum of two guests are allowed per University of Louisville student. All guests must enter with the U of L student and must be signed in upon entering.

University of Louisville students will be held fully responsible for the actions of their guests. The University reserves the right to a) refuse admission or eject from the event anyone who is disruptive, intoxicated, disorderly, or jeopardizes public safety; and b) terminate the event and/or restrict the future use of University facilities by an RSO.

#### IV. **ALCOHOLIC BEVERAGES**

The possession, sale or service of alcoholic beverages is not permitted at RSO events at University facilities except by approval of the Campus Life Office.

#### V. **APPLICATION OF THE POLICY**

Failure to follow the RSO Event Policy and Guidelines will result in immediate cancellation or termination of the event. Sanctions and/or loss of privileges may result after a review of facts by the Campus Life Office, in conjunction with the manager of the facility, the RSO and DPS.

#### VI. **FINANCIAL MANAGEMENT**

Any revenue generated by RSOs at events subject to this policy may be used by the RSO but shall be deposited in a University account for that organization. If so requested by the group, funds from an event can be requested after the event and will be remitted to the group.

Effective 9/23/02

UNIVERSITY OF LOUISVILLE  
INTERNAL GUIDELINES FOR APPLICATION  
OF THE RSO EVENT POLICY  
(Revised September 2002)

**I. DEFINITION OF AN RSO ADVISOR**

An RSO advisor is defined as a person who is at least twenty-three years of age, not a University of Louisville undergraduate student, and not a current member of the RSO.

**II. RSO ADVISOR RESPONSIBILITIES**

Prior to each RSO sponsored event subject to this policy at least one advisor from the sponsoring organization shall attend a meeting with representatives from the facility management, DPS and 3 representatives from the RSO to review event management expectations. This meeting will be held no less than 3 days prior to the event. RSO advisors shall also sign a form acknowledging their role and responsibilities as an advisor, and their knowledge and willingness to abide by University policies and procedures. On the evening of the event the advisor will meet again with the facility management representative, DPS representative and representatives of the RSO who will be working the event no less than 30 minutes prior to the event (additional pre-meeting time may be required when warranted necessary at the discretion of facility management).

The advisor will also:

1. Attend the event from start to finish.
2. Coordinate and supervise the RSO members working the event.
3. Assist in supervising the event to include periodic monitoring of the attendees, enforcement of all University policies, make the announcement when the event has ended, and assist in clearing the facility after the event.
4. Serve as a liaison between the RSO, facility management staff and DPS. The advisor and the DPS shift commander will stay together throughout the event.
5. Assist DPS in dispersing the crowd after the event.
6. Attend a post event debriefing immediately after the event with the RSO leadership, DPS officer in charge, and Student Activities staff member.

**III. RSO MEMBER RESPONSIBILITIES**

At least 3 weeks prior to the event an RSO member must make a request to use a facility (see section II of the RSO Event Policy). Prior to each RSO sponsored

event subject to this policy, at least 3 representatives from the RSO will attend a meeting no less than 3 days prior to the event to review event management procedures and expectations. Thirty (30) minutes prior to the event at least 5 representatives of the organization who will be working the event will attend a meeting with the facility management representative, the advisor and DPS. The RSO will cover the agreed cost of security. At the event, members of the RSO must:

1. Attend the event from start to finish.
2. Perform the assigned event management duties during the entire event. RSO members assigned to work an event will be paired with a DPS officer.
3. Assist with crowd control including emergency exit monitoring, notification of facility management staff should any problems arise during the event, and assist in clearing the facility after the event.
4. Make the announcement of the event ending with the RSO advisor and encourage participants to disperse. The advisor will stand with the student during the announcement.
5. Assist DPS in dispersing the crowd from around the event facility after the event ends, if necessary.
6. Wear a form of identification approved by the Campus Life Office if working the event.
7. Provide a list of all U of L members and advisors at the beginning of the event.
8. Provide a typed guest list of those persons not expected to pay admission, prior to the start of the event. Only those on the list will be allowed free admission.
9. Provide a list of names and be willing to identify any people to be excluded from the event because of safety concerns.
10. Enforce the no-return policy. Once the person leaves the event, she/he must stand in line and pay admission in order to return.
11. Be responsible for the event. Sponsoring organizations that, through their actions fail to take responsibility for an event may be prohibited from sponsoring events for one year subject to review by the Vice President for Student Affairs. Individuals who violate the rules may be automatically ejected from the event and may be subject to arrest and disciplinary action under the Code of Student Conduct.
12. Not interfere with DPS officers in the arrest or ejection of any individual or be subject to ejection from the event and disciplinary action.
13. Provide music that does not have sexually explicit or violent lyrics.
14. Attend a post-event debriefing immediately after the event with the RSO advisor, DPS officer in charge and the Student Activities staff member.

Any RSO or Athletic team whose members are involved in a physical confrontation during a year may be suspended from sponsoring events for one year and may face disciplinary action.

#### **IV. DEPARTMENT OF PUBLIC SAFETY (DPS) RESPONSIBILITIES**

When requested by the Division of Student Affairs, DPS officers shall work RSO events. Their primary function is the safety and security of the patrons in attendance. The number of the officers working an event will be determined by the Campus Life Office, in coordination with DPS. At the event, DPS officers shall be responsible for:

1. Maintaining high visibility to incoming patrons at the entrance of the facility.
2. The use of metal detectors at the entrance to the event, when required.
3. Routine patrols throughout the venue during the event, i.e., circulating throughout the room with a member of the RSO and the RSO advisor.
4. Discouragement of loitering outside the event during the event.
5. Checking incoming patrons and their guests for proper identification.
6. Continuous communication with University staff and RSO representatives and RSO advisor staffing the event.
7. Participating in meetings with RSO advisor and sponsoring groups (i.e. meeting 3 days prior to the event and 30 minutes prior to the event).
8. Assist the advisor and RSO in dispersing the crowd after the event. Generally speaking, participants will be permitted to socialize outside a facility for approximately 30 minutes after the event unless DPS is responding to a security matter.
9. Attend a post-event debriefing immediately after the event with the RSO leadership, RSO advisor, and the Student Activities staff member.
10. Notify the Athletic Department when coaches are requested to attend specific RSO events.

#### **V. STUDENT ACTIVITIES DEPARTMENT STAFF RESPONSIBILITIES**

If an event is scheduled in facilities managed by the Student Activities department, the RSO must make the request for space in writing at least 3 weeks in advance of the event. The department will review the event and issue the operational guidelines and expectations for the event and will schedule a meeting with the RSO, its advisor and the Student Activities staff no less than three (3) days prior to the event. The purpose of the meeting is to discuss structure of the event, security arrangements, staffing requirements, financial obligations and other event details.

The Student Activities department staff scheduled to work the event will be responsible for:

1. Conducting brief, pre-event meetings for all persons working the event.
2. Attend at the event from start to finish.
3. Determine and set, in consultation with the sponsoring RSO, the appropriate level of lighting and sound.
4. Coordination of event management including supervision of on-site personnel.
5. Resolution of any problems reported by the RSO members, in consultation with DPS.
6. Providing identification items for the sponsoring group and other people working the event.
7. Enforcement of University policies and procedures at the event.
8. Termination of the event should any violation of the policy occur or security concerns warrant such action. Termination will occur, when possible after consultation with the RSO advisor and DPS. The officer in charge will make the final decision.
9. Determine the capacity of the event venue not to exceed the Fire Marshal's established room capacity or lower in the interest of safety and security.
10. Attend a post-event debriefing immediately after the event with the RSO leadership, RSO advisor and the DPS officer in charge.

Other members of the University faculty, staff or administration may assist with RSO event supervision as deemed appropriate by the Campus Life Office. At the request of the RSO or at the direction of the Vice President for Student Affairs or Campus Life Office, advance ticket sales may be required.

Effective 9/23/02

**UNIVERSITY OF LOUISVILLE (U of L)  
GUIDELINES FOR HOSTING EVENTS WITH ALCOHOL  
FOR STUDENT GROUPS AND COUNCILS  
(Revised August 2003)**

GENERAL STATEMENT

If U of L students at least 21 years of age decide to drink alcohol, the University explicitly counsels only low risk use and condemns the misuse and abuse of alcohol. The University of Louisville supports the following statements related to the consumption of alcohol by students:

1. It is acceptable not to drink alcohol and each individual should make a personal, informed choice, keeping in mind:
  - a) by law, you must be at least 21 years of age to drink alcohol,
  - b) if you are at least 21 years of age and choose to drink alcohol you should do so in a low risk manner,
  - c) consumption of alcohol should not be the main focus of any event you attend.
2. Accurate information about the consumption of alcohol and alcohol assessment referral is available through the Counseling Center Office.

Guidelines For Hosting Events With Alcohol For Student Organizations And Councils

The following expectations apply to all U of L Student Organizations and Councils which sponsor, cosponsor, host, arrange, organize, participate in, or otherwise facilitate "student events" (activities, functions, parties, gatherings, etc.), ON CAMPUS including Papa John's Stadium and the University Club (or at off campus events sponsored by or funded in whole or in part by the University), where alcohol is served or consumed. Failure to observe these guidelines may result in disciplinary charges and sanctions against Student Organizations and Councils.

***EVENTS MAY NOT BE SPONSORED IN ON-CAMPUS GREEK FACILITIES***

ALL GROUPS SHOULD TAKE NECESSARY PRECAUTIONS FOR OFF CAMPUS EVENTS. THE UNIVERSITY STRONGLY ENCOURAGES STUDENT ORGANIZATIONS AND COUNCILS TO FOLLOW THE STEPS OUTLINED IN THIS DOCUMENT AS A GUIDELINE WHEN PLANNING OFF CAMPUS EVENTS.

The Assistant Vice President for Campus Life or his/her designee will evaluate each case individually and will consider any significant circumstances. The following criteria are not exclusive, but are provided as a general guide for Student Organizations and Councils in determining "student events".

- any event involving ten (10) or more members of a Student Organization or Council;
- or
- any event involving any combination of ten (10) or more members and non-members;
- or
- any event which may reasonably lead to or may be expected to cause a disturbance;
- or
- any event where a common source of alcohol (i.e. kegs, beer balls, party punches or their equivalent) is present (see Article 4.4)
- or
- any event which is advertised (by written or verbal means)

\*\* These guidelines currently do not apply to Organization-sponsored tailgates. These tailgates are expected to comply with Athletic policies on tailgating as well as local and state laws.

#### ARTICLE I. Alcohol Laws and University Rules

- 1.1 Everyone must obey all applicable laws and U of L rules pertaining to alcohol use. Specifically, you are reminded, it is illegal to:**
- a. **serve or furnish alcohol to a person(s) under the age of 21 or to any person(s) who is or appears to be under the influence of alcohol (impaired);**
  - b. **drink in a place open or accessible to the general public such as streets, parking lots, sidewalks, public areas of campus, etc.;**
  - c. **sell alcohol without a license;**
  - d. **drive while under the influence of alcohol (impaired).**

#### Article II. Education Requirement

- 2.1 The education requirement pertains to those Student Organizations and Councils that plan to serve or consume alcohol at ANY student event BOTH ON AND OFF CAMPUS. A list of scheduled Alcohol Awareness Programs will be sent to each Student Organization and Council at the beginning of the fall semester.**

**2.2 Groups who do not hold events involving alcohol may be granted exemptions to the education requirement. To be exempt from the education requirement an Exemption Request must be returned by the deadline established. The University, however, encourages all organizations to participate in these educational programs even if alcohol is not served at their events.**

2.3 At least two executive officers, one of whom must be the Student Organization/Council President or Social Risk Management Chairperson or their equivalents, must attend an alcohol education session specifically designed for Executive Officers. The President of the Student Organization/Council must sign an Acknowledgement and Review Statement indicating that the Alcohol Guidelines have been reviewed with the membership. The Acknowledgement and Review Statement must be returned by the deadline established annually. If executive officers do not meet the requirements listed above, no events involving alcohol will be approved.

In addition, eighty percent (80%) of new members of each Student Organization and Council must have documented attendance at one of the Alcohol Awareness Programs provided or approved by the Health and Education Coordinator annually. If a group does not meet the education requirement by the last Alcohol Awareness Program scheduled, no events involving alcohol will be permitted.

**In situations where it appears impossible to adhere to the membership attendance requirements, a request for waiver of the requirement must be submitted to the Assistant Vice President for Campus Life prior to the education program.**

ARTICLE III. Event Notification and Supervision

**3.1 The intent of these guidelines is to educate students about University expectations, to identify for the University any on-campus or University sponsored or funded student event involving alcohol, and confirm the presence of recommended precautions. All Student Organizations and Councils must send notification to the Campus Life Office regarding events where alcohol will be served or consumed. Event Notification forms are available from, and should be submitted to, the Campus Life Office, Room W302 Student Activities Center. Events occurring off campus which are not University sponsored or funded do not require registration with the Campus Life Office provided the mandatory education requirement has been met.**

**a. The Event Notification form must indicate the anticipated attendance and specific arrangements made for supervision and security at the event (see Article 3.2d for further information).**

**b. The Event Notification form must be submitted a minimum of fifteen (15) calendar days in advance of the event to the Campus Life Office. Events**

may be canceled or alcohol will not be allowed without proper notification. A maximum of four (4) forms may be submitted by a Student Organization or Council at any one time. If additional forms are submitted, they will not be approved.

- c. Event notification forms must be signed by at least one approved advisor of each sponsoring/hosting Student Organization or Council.

**3.2 Student Organization and Council officers and/or event organizers are responsible for arranging appropriate supervision and/or security for events where alcohol is served or consumed.**

- a. Advisor/supervisor is defined as an individual who:
  - 1) is over the age of 23;
  - 2) is not currently an active member of the Student Organization or Council;
  - 3) is not an undergraduate student;
  - 4) has fulfilled all of the education requirements for advisors/supervisors including reviewing a packet of information on alcohol risk management, having received and reviewed the current copy of the Alcohol Guidelines, and having signed and submitted for file the required advisor/supervisor form documenting the above.
- b. All Student Organization and Council events shall be supervised by one or more of the advisors/supervisors who have fulfilled the education requirements and have been approved by the Health and Alcohol Education Coordinator or the Assistant Vice President for Campus Life or his/her designee. If it is determined that an advisor/supervisor has been ineffective in the performance of his/her responsibilities he/she may be removed from the approved list by the Assistant Vice President for Campus Life or his/her designee.
- c. At least one of the advisors/supervisors who sign the event notification form must be present during the entire length of the event. Advisor/supervisor substitutions are only made on an emergency basis and must be approved in writing prior to the event by the Assistant Vice President for Campus Life or his/her designee.
- d. For on-campus events involving 100 or more persons or open parties, Student Organizations or Councils shall also provide, at their own expense, supplemental security through the Department of Public Safety (DPS) (see 3.2e regarding additional security options). The Student Organization or Council must contact the Campus Life Office at least twenty-one (21)

calendar days prior to the event to arrange for supplemental security coverage. In the event that the Student Organization or Council needs to cancel DPS services, notification must occur at least 72 hours prior to the scheduled event or your organization will be billed. The Student Organization or Council contact person should notify the DPS Operations Commander to cancel DPS services.

- e. At the discretion of the Assistant Vice President for Campus Life or his/her designee, other appropriate security officials may substitute for DPS personnel at off campus, University sponsored or funded events. Such personnel must conform to the criteria established by DPS and be approved, in writing, by the Assistant Vice President for Campus Life, prior to the event. (DPS criteria available upon request.)

#### ARTICLE IV. Event Guidelines

- 4.1 Student Organizations and Councils are not allowed to advertise that alcohol will be served or consumed at their event or present any pictorial, radio, written or verbal references to alcohol (BYOB, Hairy Buffalo, Sex on the Beach, Beer Mugs or Steins, etc.) on any student event advertisement or invitation.
- 4.2 No alcohol of any type shall be provided as awards or prizes to any individual, Student Organization or Council at any student event.
- 4.3 Common sources of alcohol (i.e. kegs, beer balls, party punches, or their equivalent) are not allowed unless provided by an external licensed source at an external licensed site.
- 4.4 Event hosts must check identification of all individuals entering an event. It must be verified that each person is eighteen (18) years of age or older or a U of L student before being permitted to attend a student event where alcohol is served or consumed.
- 4.5 The hosts must identify all persons of legal drinking age by some visible, nontransferable means (wrist bands, stamps, etc.). No one under age 21 is allowed to possess or consume alcohol. No one 21 or over may obtain alcohol for any person under age 21. Host Student Organizations and Councils are responsible if under age consumption of alcohol occurs at their event.
- 4.6 At any event where alcohol is served or consumed, alternative beverages and snacks/food/a meal must be readily available.

- 4.7 All events must end by 1:00 am unless special permission is obtained in writing from the Assistant Vice President for Campus Life or his/her designee under the RSO Event Policy.**
- 4.8 Alcohol may not be served or consumed for more than four (4) hours during any single event.**
- 4.9 Student Organizations and Councils are limited to one (1) event involving alcohol per week. No events will be approved on days of home football games. No events will be held during mid-terms or finals.**
- 4.10 Alcohol may not be consumed or carried in an open container on any street, sidewalk, alley or public area of the University of Louisville.**
- 4.11 Prompt clean up and adequate sanitary facilities shall be provided for on-campus events at the expense of the sponsoring Student Organizations or Councils. If clean-up is not complete within 12 hours of the end of the event or is not adequate, the hosting Student Organizations or Councils shall be billed, through the Campus Life Office, for the cost of University personnel cleaning the area.**
- 4.12 Students will not permit, tolerate, encourage or participate in “drinking games” of any kind.**
- 4.13 Cab vouchers are to be used to ensure that an individual who has been drinking arrives home safely and are not to be used for transportation to any other location.**

ARTICLE V. Responsibility and Liability

- 5.1 The University of Louisville and its staff assume no liability for Student Organizations and Councils student events. Student Organization and Council leaders and members should educate themselves about potential legal liability and consequences regarding alcohol consumption and accidents resulting in personal injury or death. The University strongly encourages student groups to maintain contact with national governing organizations regarding advice on best current practice(s).**
- a. Sponsoring Student Organizations and Councils are strongly encouraged to obtain group liability insurance or assure that they are covered under a group liability plan provided by larger sponsoring organizations (i.e. national fraternities and sororities).**
- b. Advisors/supervisors, officers and group members should also carry individual liability or be covered under group insurance plans.**

- 5.2 The University of Louisville believes that the opportunity for students to assume responsibility for their own behavior is an important aspect of college life. Therefore, Student Organizations and Councils and their individual members or participants assume responsibility for compliance with this policy. Violations of the alcohol guidelines may result in sanctions when University personnel learn of them through complaints, observations by school officials, unruly behavior or otherwise. If a problem does occur as a result of a student event at which alcohol is served or consumed, the Student Organization of Council may be held responsible.**
- a. Each individual is responsible for his or her personal behavior and may be held accountable under the Code of Student Conduct.**
  - b. Individual of group behavior, which reflects the implied consent or non-interference of the sponsoring Student Organization or Council membership, advisors/supervisors or Executive Officers, may result in the Student Organization or Council being held accountable for the actions of the individual or collective group under the Student Organization Code of Conduct.**
  - c. All alcohol events must conform to other U of L and criminal/civil rules, regulations and laws which may be more restrictive in nature (i.e. residence hall/building codes, facility and/or safety restrictions, city ordinances, etc.).**
  - d. Failure of any person(s) to adhere to the reasonable request of identified U of L and/or public officials (i.e. police, fire, emergency personnel) is grounds for immediate event closure and may result in additional charges and sanctions.**
  - e. Violating or failing to complete sanctions imposed may result in additional charges.**

#### FAILURE TO FOLLOW GUIDELINES

**Student Organizations and Councils may be held accountable to both the University of Louisville and to criminal/civil authorities for violation(s) of the Alcohol Guidelines. Student Organizations and Councils are subject to U of L disciplinary proceedings regardless of the pendency of criminal/civil proceedings or other University proceedings.**

**Any sanction(s) imposed as a result of violations of these guidelines will also result in notification of any local, state and/or national governing bodies. In addition, notification will be sent to the Student Organization or Council advisor and to the Assistant Director of Greek Life and Recognized Student Organizations.**

## MINIMIZING YOUR RISKS

We want your event to be enjoyable for you and your guests. Remember those who are hosting the event set the tone for the event. Clear decisions need to be made prior to the event regarding the role of alcohol and the focus of the event.

Your liability risks are GREATLY increased if you:

- 1) Allow alcohol to be consumed by a minor (under 21 years of age);
- 2) Allow someone who is already impaired to consume alcohol;
- 3) Allow someone who is already impaired to leave your event and get behind the wheel of a car.

The Event Guidelines outlines in the U of L Guidelines For Hosting Events With Alcohol For Student Organizations And Councils specifically address points that need to be followed when hosting an event. The following checklist is provided for your use in planning events.

### CHECKLIST

1.  Do the proper campus officials have to be notified? If so, date the event form was submitted to the Campus Life Office \_\_\_\_\_.
2.  Will any state laws or city ordinances be violated? If your answer is yes, you need to change your plans!
3.  Are your officers and members familiar with the U of L Guidelines For Hosting Events With Alcohol, the Student Code of Conduct, The RSO Event Policy or other pertinent policies and procedures?
4.  What safeguards have been implemented to prevent these laws/ordinances/policies from being violated?
5.  How will the organization/council officers maintain control over the function? Does security need to be acquired?
6.  What security responsibilities will your organization have at off campus events? What will the hosts do if the activity gets out of hand?

7.  **What alternative beverages and food are to be provided (4.7 Guidelines)? Who is responsible for alternative food and beverages?**
  
8.  **Is there a clean-up crew assigned to clean up after the event?**
  
9.  **Could you convince University officials or a criminal or civil court that your event was not potentially dangerous?**

If you have questions, please contact the Campus Life Office at 852-5787.

**Guidelines For Hosting Events With Alcohol  
For Student Organizations and Councils**

Acknowledgement and Review Statement

**I have received a copy of the *Guidelines for Hosting Events With Alcohol For Student Organizations and Councils* and have reviewed it with the membership/council.**

**I understand that this form must be turned in to the Campus Life Office prior to an event being posted.**

**I understand that as the President of this Student Organization or Council, I have the obligation to pass on information contained in the Alcohol Guidelines to my successor.**

**Any and all Alcohol Use Request Forms submitted will not be approved until this form has been turned in.**

**Student Organization/Council:** \_\_\_\_\_

**Name of President:** \_\_\_\_\_

**Signature of President:** \_\_\_\_\_

**Date:** \_\_\_\_\_

Return to the Campus Life Office, SAC W302, by November 4, 2005

**Received by:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Guidelines For Hosting Event With Alcohol  
For Student Organizations And Councils**

*Education Requirement Exemption*

**I have received a copy of the *Guidelines For Hosting Events With Alcohol For Student Groups and Councils* and have reviewed it with the membership/council.**

**I understand that in requesting an exemption from the Education Requirement of the U of L alcohol event guidelines that my student organization/council will not sponsor, cosponsor, host, arrange, organize, participate in, or otherwise facilitate events with alcohol *either on or off campus*.**

**Student Organization/Council:** \_\_\_\_\_

**Name of President:** \_\_\_\_\_

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

Return to the Campus Life Office, SAC W302, by November 4, 2005.

**Received by:** \_\_\_\_\_

**Date:** \_\_\_\_\_

## **Criteria for authorized film screenings in the Floyd Theater and other SAC venues**

All film events scheduled in the Floyd Theater and other Student Activities Center venues must comply with the Federal Copyright Law, which regulates the public exhibition of films. Screenings in the Floyd Theater and other public venues on campus do not qualify for the “educational fair use” exemptions as described in the federal code. To ensure that the University complies with federal law, all films to be exhibited in the SAC must be licensed for public exhibition. To obtain licensing, sponsors of screening events must follow procedures described by the four criteria below. Only one of these four criteria must be met to authorize a screening event.

It is the sole responsibility of the event’s sponsor to ensure that one of these criteria has been fulfilled prior to their screening event. The failure of a sponsoring organization to fulfill these obligations will result in the cancellation of their screening event. A cancellation for this reason will not absolve the sponsor of its financial obligation for the event.

### **Criteria for permissible screenings in the Student Activities Center:**

**1.** Provision is made with the Student Activities Board Film Committee or its staff advisors to license and rent the film through a theatrical or non-theatrical vendor. The SAB and its advisors will then license and, in most cases, provide the film to be exhibited. Unless other funding arrangements are made with SAB, sponsors will be billed for the licensing accordingly.

In some cases, the SAB will only provide licensing for the film. In these cases, the sponsor will be notified that they are to provide a copy of the film for their screening event. Only legally manufactured copies of the film may be provided. A personal copy of the film that has been produced on a VHS or DVD recording device cannot be legally exhibited to the public and is thus not acceptable. If the sponsor assumes responsibility for providing a copy of the film for the screening and fails to do so, licensing costs are still incurred by the sponsor.

**2.** The event sponsor may themselves assume responsibility for licensing the film through the film’s non-theatrical distributor. Contact information for most distributors may be obtained from Stuart Neff in the Student Activities Office (SAC W301). A copy of the distributor’s invoice and a record of payment for the license are required for Student Activities files prior to the screening. All text on these copies must be legible, including the distributor’s contact information.

Distributors may or may not provide a rental copy of the film with the licensing. Sponsors themselves should determine whether or not a copy of the film is to be provided. The event sponsor is solely responsible for providing the distributor’s rented copy or another legally manufactured copy of the film to the Student Activities staff. As above, a copy of the film that has been produced on a VHS or DVD recording device is not acceptable.

3. Clearance to publicly exhibit the film is obtained from the copyright holder or their agent. A letter providing clearance is required for our files. Each letter should be under a letterhead, indicating the discoverable titleholder for the film's copyright. Letters should describe the specific circumstances of the screening, including place, date, time, number of screenings allowed, and whether or not an admission charge is permissible. Letters should clearly state that the University of Louisville and its staff and agents, as well as the sponsoring organization, are granted permission to screen the film under the specific circumstances described. Each letter should be signed by the holder of the copyright or their representative and should include the following contact information: email address and office telephone number. As above, event sponsors are solely responsible for providing a legally manufactured copy of the film to the Student Activities staff.

4. A small number of titles held by the University Library (mostly documentaries) have institutional licenses, which permit them to be screened to anyone on campus. No admission fees may be charged for these screenings. To determine whether or not a film in the library's collection has an institutional license, RSO's should contact David Horvath at the library ([david.horvath@louisville.edu](mailto:david.horvath@louisville.edu)). Event organizers should request that notification of the film's institutional license be sent to [stu.neff@louisville.edu](mailto:stu.neff@louisville.edu).

#### Proof of Licensing or Copyright Clearance Required:

The necessary paperwork required by the last three criteria should be provided to the Student Activities Office (SAC W301) as soon as possible after the screening facility and equipment are booked, and before any public promotion of the screening is released. All paperwork for screening events is kept in the SAB's film event files.

The Student Activities staff will refuse to facilitate any screening that has not met one of these criteria. Should the event sponsor fail to provide a record of licensing or similar clearance for a screening at least 72 hours in advance of the event, the Student Activities Office reserves the right to cancel the booking and the event. Any public notice of a screening that has not yet met one of the preceding criteria shall likewise make the event subject to cancellation. Such cancellation will not affect any reservation fees or other billable expenses associated with the event.

#### Media Formats for Films:

The Floyd Theater has the technical capability of screening three different kinds of media formats. Legally manufactured VHS tapes and DVD's can be exhibited, if copyright criteria above are met. Tapes and DVD's may be provided by the licensing agency, rented from a video rental store, borrowed from a library, or a legally manufactured copy may be provided from a personal collection. Videotapes and DVD's that are not manufactured by authorized distributors are not legal for public exhibition and will not be used for screenings. Student Activities staff is not responsible for providing a copy of the film for a screening event.

The Floyd Theater is also equipped with 35mm projectors. Arrangements to rent films and license screenings in this format must be made through the Student Activities Board and its advisors. Staffing for these screenings is required and is arranged by the Board's advisors. 35mm prints provide the best picture and sound for a screening event, but the availability of film titles is extremely limited, and the costs are accordingly higher. SAB's Film Chairman or the SAB advisors can provide screening event sponsors with more information about what films are available in 35mm. Also see the note on Licensing Availability below.

#### Costs for Screening Events:

Screening licenses for films to be shown by DVD or VHS tape range in cost from \$200.00 to \$800.00. Licensing for 35mm screenings includes a copy of the film and shipping costs for the print. Costs for this option range from \$350.00 to \$1000.00. Generally, newer titles are higher in cost, but other factors are involved. Pricing varies widely by distributor and some negotiation is involved. For these reasons, it is generally best to allow the SAB to arrange for licensing. The SAB bills sponsors for licensing based solely on the distributor's charge.

DVD and VHS tape screenings will also incur a \$50.00 fee for use of the Floyd Theater's data projector, in addition to any other costs associated with the booking. 35mm screenings, which require a trained projectionist, will incur a \$150.00 fee, in addition to any other costs associated with the booking. All screening events will thus incur a licensing fee, a technical fee, and any other fees associated with booking the facility.

#### A Note on Availability of Licensing for Film Titles:

Newly-released films are exhibited exclusively in nationally-owned theater chains that have exclusive arrangements with the distributors. New films are thus not available to screen at the University. Additionally, licensing for all films is at the discretion of the copyright holder and their distributor. Many titles will not be available for licensing.

Currently, the Student Activities Board is engaged in a boycott of Swank Motion Pictures, which holds the licensing rights for 70 – 80% of films released through Hollywood studios. For this reason, thousands of mainstream titles will not be booked by SAB. Swank Motion Pictures constitutes a monopoly that uses their position in the film industry to charge outrageous prices for its licensing. Sponsors who wish to license screenings of a Swank title will be required to purchase licensing on their own.

Researching the availability of film titles for licensing involves some knowledge of the film industry and can be complicated. Sponsors who wish to find out if a film can be licensed may contact the SAB Film Committee or its advisors to discover if a particular screening can be legally licensed. Call 852-6691 or send an email to [sabtalk@louisville.edu](mailto:sabtalk@louisville.edu).

# **Forms**