


AUSTIN PEAY STATE UNIVERSITY  
POLICIES AND PROCEDURES MANUAL

Policy Number: 3:014	Supersedes Policy Number: 3:014
Date: October 20, 1998	Dated: January 31, 1997
Subject: Alcoholic Beverage Advertising	
Initiating Authority: Office of the President	TBR Policy/Guideline Reference: 3:05:01:01, 1:07:00:00
Approved:  President	

The placement of permanent advertisement of alcoholic beverages through signage and ads in publications under University control, with the exception of Athletic Department programs and media guides, is prohibited. ("Permanent advertising" is defined as advertising that remains in place between events.)

Austin Peay State University allows temporary alcohol beverage advertisement on an event-by-event basis provided that the signage consists of only a logo with an educational message (i.e., "Drink Responsibly").

An alcohol beverage distributor may sponsor and/or advertise an athletic event and/or coaches show on radio broadcasts and telecasts. It is preferred that the sponsorship and/or advertisement include(s) an educational message.