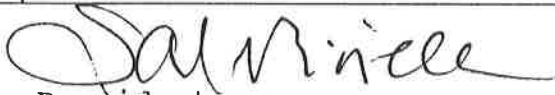


AUSTIN PEAY STATE UNIVERSITY
POLICIES AND PROCEDURES MANUAL

Policy Number: 3:014	Supersedes Policy Number: 3:014
Date: January 31, 1997	Dated: July 23, 1996
Subject: Alcoholic Beverages/Advertising	
Initiating Authority: Office of the President	TBR Policy/Guideline Reference: 3:05:01:01
Approved:	 President

1. The use and/or possession of alcoholic beverages on University owned or controlled property shall be prohibited.
2. The placement of "permanent advertisement" (advertising that remains in place between events) of alcoholic beverages through signage and ads in publications under University control, **with the exception of Athletic Department programs and media guides**, is prohibited.

Austin Peay State University allows **temporary** alcohol beverage advertisement on an event-by-event basis provided 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 consist of an educational message.

3. The use and/or possession of alcoholic beverage **substitutes** (e.g., non-alcoholic beer) on campus is permitted.