

**Boling University Center**  
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## Sidewalk Chalk Advertising

The use of sidewalk chalk is a very effective means of communicating information to our campus community and an innovative approach. The University Center administration supports this means of mass communication provided the following guidelines are followed.

Be sure the product being used is a water soluble material that will dissipate when exposed to the elements.

Please follow University guidelines regarding appropriate language use. Violation of student handbook rules and regulations can result in disciplinary action being imposed.

Please do not place messages within 25 feet of building entrances. Messages placed close to entrances can result in chalk being tracked into the building discoloring floors and floor covering.

Please do not place messages in areas protected from the elements, especially rain. The use of chalk requires rain to wash away the message when it is no longer relevant. Putting messages in covered areas prevents this from happening and messages last way longer than they are relevant.

Please refrain from the use of tonight, tomorrow, or other vague date references. Should a message not be rained-on for several days, the message is confusing and inaccurate.

Please do not place chalk messages on walls or other vertical surfaces. These do not receive adequate exposure to rain which causes incomplete erasure of the message or running of the colors down the wall. Some people consider writing on walls to be vandalism, regardless of the message conveyed.

The University Center administration supports students' rights to communicate in creative and effective means. Please help us to maintain our facilities in an attractive and presentable condition. Your assistance is greatly appreciated.

If you have questions about this, please do not hesitate to contact our office for clarification.

[Steve Vantrease](#)

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