

SECTION: **POLICY STATEMENT - GENERAL AND ADMINISTRATIVE**

SUBJECT: **ENDORSEMENTS AND ADVERTISING**

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PURPOSE: To establish basic policy guidance over the publication of endorsements and in advertising.

EFFECTIVE DATE: **February, 1974**

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## **ENDORSEMENTS AND ADVERTISING**

### **I. BACKGROUND AND PURPOSE**

- A. The following resolution was adopted by the Trustees of the California State University on July 12, 1963.

#### USE OF COLLEGE FACILITIES IN TRADE JOURNAL ADVERTISEMENTS

"Resolved, by the Board of Trustees of the California State Colleges, that neither the State Colleges nor any of their officers or employees endorses in any official capacity, any commercial product or service."

### **II. POLICY**

- A. The Cal Poly Corporation ("CPC") has maintained a policy of not advertising in trade journals or other publications, CPC products that are for sale. This no-advertising policy applies to breeding stock and crop products particularly. However, departments have used brochures on a direct mailing basis to possible buyers describing breeding stock in livestock, dairy animals or poultry, and semen for artificial insemination.
- B. Frequent tests of products furnished to the University as a gift necessitate that prior to such a test, the supplier of the product agrees that neither the University's name nor the name of any individual connected with the University will be used by the supplier in reports, advertising, or as endorsements.