

## Liverpool John Moores University Students' Union

### Media Sales Policy

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<b>Relevant to:</b>	Staff, External Businesses & LJMU Stakeholders
<b>Responsibility for Policy:</b>	Head of Business Development, Chief Executive Officer and Trustees*
<b>Responsibility for document review:</b>	Head of Business Development
<b>Document introduced:</b>	1 <sup>st</sup> July 2014
<b>Next Review Date:</b>	1 <sup>st</sup> July 2020*

*\*This policy is reviewed annually by the incoming Student Officer team and can be amended at any time by the Head of Business Development.*

*Any questions concerning this policy can be directed to Craig Clarke, Head of Business Development*

Liverpool John Moores University Students' Union (JMSU) is the heart and voice for all Liverpool John Moores University (LJMU) students and we have various opportunities to market to our students.

With access to around 24,000 students, advertising through us gives you the opportunity to reach out to our students in a range of different ways. JMSU represents all LJMU students and provides ways for enhancing and supporting their wellbeing, academic, social and work interests.

All advertisements and any promotional, commercial or information in the form of articles, or display advertisements (including banners, social media and logos), have to be clearly indicated and easily identifiable as such, separated and distinguished from the editorial content.

All advertising (including, but not limited to web pages, pop-up stalls, social media etc.) must be cleared, and have permission from the Business Development team at JMSU.

Our members and external stakeholders can view the policy on the JMSU website.

## Prohibited products, services and advertisers

Organisation or Corporate Grouping	Reasoning
Gambling organisations	JMSU will not promote gambling as it can cause financial hardship and welfare issues.
Tobacco, unlicensed drugs, pharmaceuticals or medical services	JMSU works with various partners across the city with regards to medical services available to students.
The Sun Newspaper & associated papers	Unjust and unethical coverage of the Hillsborough Tragedy.
Personal Injury Solicitors – Personal Injury Claims	JMSU, in conjunction with LJMU and other partners, provides confidential, non-judgemental and impartial advice on legal and financial issues. We thus do not wish to actively advocate for any particular solicitors in this regard.

Non impartial advice organisations	JMSU, in conjunction with LJMU and other partners, provides confidential, non-judgemental and impartial advice on topics such as health and pregnancy.
Accommodation providers which do not possess Liverpool Student Homes accreditation	JMSU fully endorses the work of Liverpool Student Homes, which is part-owned by LJMU.  As it promotes free, confidential housing-related advice and support, we cannot accept advertising from a provider that does not possess accreditation with the organisation.  On rare occasions, exceptions will be taken on a case-by-case basis, in conjunction with colleagues at LJMU.
Banks and similar financial organisations	JMSU, in conjunction with LJMU and other partners, provides confidential, non-judgmental and impartial advice on issues relating to our members finances. We thus do not wish to actively advocate for any particular financial institution.

Whilst this document is intended to be exhaustive, we reserve the right to not deal with organisations who conflict with or violate any of JMSU/LJMU's core principles, agreements, policies or campaigns.

The final decision to accept advertising rests with the JMSU and may be subject to a sample being supplied for quality control/approval purposes. We also reserve the right to refuse advertising for any other reason without explanation. JMSU may also remove advertising at short notice should the subject matter be likely to appear insensitive or cause offence, based on student feedback and/or consultation.

JMSU has exclusivity deals with a local taxi company, which prohibits the advertising of other taxi and ride-hailing services, until July 2022. We also have an exclusivity deal with a takeaway pizza operator, through to July 2022, prohibiting the promotion of pizza-related takeaway businesses.

Finally, we also reserve the right to not promote products and services which may have a harmful impact on our own commercial offer.

Media sales bookings are processed through JMSU's subsidiary company, Liverpool Student Media Limited (Company number 11448054).