

ABERYSTWYTH STUDENT MEDIA SOCIETY

Advertising policy

The acceptance of advertising by The Courier is not an indication that The Courier, its editors or contributors or anyone associated with The Courier either supports or opposes any activity in which the advertiser may participate.

Some advertising content is provided by a third-party ad agency over which The Courier has no control, and is often provided close to the print deadline. Although we could ultimately reject adverts that we feel may be morally objectionable, to do so would be to impose our own moral code upon what is a free (as in freedom) publication.

The academic interests of the University's many departments cover a wide range of fields, some parts of which will not always appear to everyone to be "moral". It would be unfair and inconsistent to seek to apply the moral code of an individual or individuals to a publication that is designed and is aimed at every student and every member of staff, and indeed the public in general.

The Courier firmly believes that students and staff are able to sensibly and objectively consider any advertising directed at them and to form their own conclusions as to the moral legitimacy or otherwise of the firm responsible. It is not our place to do this for them.

The Courier is restricted by the ASM Constitution, which replicates section 7.1 of Regulation 4 of the Union (Student Media), which controls all content produced by student media in relation to a Union election. Advertising which does not comply with these provisions will not be carried by the Courier.

Any advertising which may reasonably appear to be editorial content must be prominently marked with "ADVERTISEMENT", and members of the Society must not be involved in the writing of such adverts. This shall not prevent such copy-editing and the making of such minor adjustments as are reasonable.

Statement to be printed in every edition of the Courier

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*PASSED AT GENERAL MEETING
25TH OCTOBER 2011*

(Amended at General Meeting 22 November 2011)