

Guidelines Re: Political Campaign Advertising

- Video and/or photographic use of MSU facilities and employees for production of partisan political products must not imply any institutional endorsement through the use of identifiable logos or logotypes, marks, symbols, or music.
- No partisan political advertisement should include endorsements/ participation by titled university administrators who could be perceived as “endorsing” beyond their role as an individual citizen.
- No university employees should participate in on-campus political advertising production during work hours.
- No university employees should be involved—willingly or unwillingly—in work site campaign advertising production.
- While general outdoor campus location photographic or video shooting is allowed, interior shooting is limited to areas outside of office or laboratory work areas and outside of classrooms. All interior shooting must be cleared in advance with relevant departments and must not interfere in any way with university activities.
- Campaign production crews working at official university activities must abide by the same guidelines and standards of all media covering those activities, including meeting credentialing requirements when necessary.