

关于印发《温州肯恩大学校内刊物及宣传品 管理办法（试行）》的通知

各部门、各学院：

《温州肯恩大学校内刊物及宣传品管理办法（试行）》已在 2021 年第五十七次校务会上通过，现印发给你们，请遵照执行。

特此通知。

附件：《温州肯恩大学校内刊物及宣传品管理办法（试行）》

温州肯恩大学

2021 年 11 月 3 日

附件

温州肯恩大学校内刊物及宣传品管理办法

（试行）

为规范校内刊物及宣传品管理，依据国家《出版管理条例》，结合我校实际情况，特制定本管理规定。

第一条 校内刊物及宣传品应严格坚持正确的舆论导向，有利于校园精神文明建设，营造健康向上的校园文化环境。

第二条 学校内部刊物管理

本规定所指校内刊物是指校内各部门、各学院、各团体主办的，用于指导工作、交流信息的杂志、报纸等刊物。不包括经国家新闻出版署批准，具有中国标准刊号，由温州肯恩大学主办的公开出版刊物，以及机关公文性或学术性的简报类信息资料和学生创办的刊物。

内部刊物经审批后方可创刊（附件 1）。刊物出版前，需由发起部门做一轮审核，由该部门分管领导作最终审核，在媒体与设计中心备案、登记后方可出版。

（一）校内刊物原则上仅限于在校内发行。需与校外部门进行交流的，须审批登记（附件 2）。校内刊物的变更，如刊名、刊期、主编、印数、开本、发行范围等变更事项以及停刊，须审批登记（附件 3）。

(二)校内刊物必须在封面左上角标明“校内刊物”字样，封面要刊载主办单位/部门、出版日期、出版期号、主编姓名等。

(三)校内刊物管理实行“谁主办、谁管理”的原则，主办部门对刊物负有以下责任：

1. 指导刊物编辑部必须遵守宪法和法规，符合国家教育方针，坚持正确的舆论导向，不得损害国家、社会、学校的利益，不得捏造、歪曲事实，不得对他人进行人身攻击和诽谤，禁止商业性广告；

2. 审核刊物办刊宗旨、工作方针及宣传报道计划和刊发的稿件；

3. 加强采编队伍的建设、培训和管理，保证刊物的质量；

4. 决定刊物的主编人员；

5. 决定刊物的发行范围及发行量；

6. 负责刊物的出版经费；

7. 对刊物违反国家《出版管理条例》等相关法规和规章制度而发生的严重错误和其他重大问题，承担相应责任；

8. 校内刊物出版的每一期均须在发行 7 天内向校媒体与设计中心报送样本，由媒体设计中心存档备查。

(四)如刊物自登记起一年内未有发布，则撤销该刊物办刊资格，需重新审批。

第三条 校园宣传品管理

（一）校园宣传品是指校园内开展各种活动的宣传品，主要包括横幅、标语、海报、广告、宣传画等。

（二）校内宣传品管理按照“谁主办，谁负责”的原则，实行审批制度。各单位要对本单位开展的宣传活动负责，包括宣传标语内容、宣传活动形式、宣传活动完成后场地清理等工作。

（三）任何单位和个人不得擅自在校内各主干道、教学区、生活区等公共区域悬挂、横幅，设置灯箱、广告牌，发放宣传品等。凡需要在校内发放、悬挂、张贴宣传品的部门，必须提前 3 天提出书面申请，填写审批表（附件 4），由各单位负责人签字盖章后报媒体与设计中心审核盖章，经批准后方可制作并在规定时间、地点发放、悬挂、张贴。以学生组织和学生社团举办活动需出品悬挂（张贴）宣传品的，要填写审批表，由学生事务部负责审核盖章。

（四）校外单位在学校开展活动需要发放、悬挂、张贴宣传品的，需填写审批表，由校内合作部门负责人签字盖章后报媒体与设计中心审定。

（五）宣传品的制作、粘贴应美观、整齐、大方。除全校性主题宣。传和大型活动外，其他宣传品应在活动结束后 1 日内，撤除悬挂、张贴、设置的宣传品。对于未按规定时间撤除的由相关单位按照本办法规定统一清理，累计达 3 次不按时撤除的单位，由媒体与设计中心予以通报批评。

(六) 未经校媒体与设计中心审查批准，校园内不得悬挂(张贴)广告等具有商业性质的张贴物。

(七) 学校加强对校内各类宣传品的监督检查。媒体与设计中心、后勤部、学生事务等部门要加强对校园的巡察，及时处理违规张贴、悬挂、散发宣传品的事件。

1.后勤部负责及时监管和清除校园内非法悬挂、张贴、散发宣传品事宜；

2.学生事务部负责教育处理发生在校园内非法散发张贴悬挂各类宣传品的违纪学生；

3.媒体与设计中心负责每个季度对未校园内非法悬挂、张贴、散发宣传品事宜进行统计、通报。

第四条 本规定由媒体与设计中心负责解释。

第五条 本规定自发布之日起执行。

附件 1

温州肯恩大学创刊审批表

Wenzhou-Kean University Publication Approval Form

Publication Organization 出版单位:	
Fund Source 资金来源:	
Purpose 用途:	Publication Name 刊物名称:
Head (Signature) 部门/学院负责人:	Performed by (Signature) 经办人签名:
Publication description 刊物说明:	
内容审核人 Content reviewed	

<p>Financial approval (Signature)</p> <p>财务审批:</p>
<p>Leadership approval (Signature)</p> <p>分管校领导审批:</p>
<p>Media Center approval (Signature)</p> <p>媒体与设计中心审批:</p>

附件 2

温州肯恩大学刊物交流审批表

Wenzhou-Kean University Publication Communication Approval Form

<p>Publication Organization</p> <p>出版单位:</p>	
<p>Purpose</p> <p>用途:</p>	<p>Publication Name</p> <p>刊物名称:</p>
<p>Head (Signature)</p> <p>部门/学院负责人:</p> <p style="text-align: center;">年 月 日</p> <p style="text-align: center;">Date:</p>	

No.	Name	Communication Unit/ Department	Quantity
序号	刊物名称	交流单位/部门	数量
1			
2			
3			
4			
5			
Performed by (Signature): 经办人签字: _____ 年 月 日 <p style="text-align: right;">Date:</p>			
Media Center comments 媒体与设计中心审核意见: _____ 年 月 日 <p style="text-align: right;">Date:</p>			
Leadership approval 分管校领导审批: _____ 年 月 日 <p style="text-align: right;">Date:</p>			

附件 3

温州肯恩大学刊物变更审批表

Wenzhou-Kean University Publication Change Approval Form

Publication Organization

<p>出版单位:</p>	
<p>Purpose</p> <p>用途:</p>	<p>Publication Name</p> <p>刊物名称:</p>
<p>Head (Signature)</p> <p>部门/学院负责人:</p>	<p>Content reviewed (Signature)</p> <p>内容审核人:</p>
<p>Publication change description</p> <p>刊物变更说明:</p>	
<p>Performed by (Signature)</p> <p>经办人签字:</p>	
<p>Leadership approval (Signature)</p> <p>分管校领导审批:</p>	
<p>Media Center approval (Signature)</p> <p>媒体与设计中心审核:</p>	
<p>Date 日期:</p>	

附件 4

温州肯恩大学活动宣传申请表

Wenzhou-Kean University Activity Publicity Application Form

活动主题 Subject					
活动时间 Time		活动地点 Location			
主办单位 Department		联系人 Contact		联系 电话 Tel.	
主要内容及说明（材料可另附）： Description(Material can be separately attached): 申请人（活动负责人） Applicant: 申请时间 Time:					
<input type="checkbox"/> 室外临时摆设、发放、张贴（含宣传物品）内容、地点 Contents and Location:			时间： Time:		
<input type="checkbox"/> LED 电子屏内容 Contents of the LED Screen:			时间：		

	Time:
申请单位意见 Applicant approval (Signature)	(签章) (Signature and seal) 年 月 日 Dated
媒体与设计中心意见 Media and Design Center approval (Signature)	(签章) (Signature and seal) 年 月 日 Dated
后勤部意见 Logistics Department approval (Signature)	(签章) (Signature and seal) 年 月 日 Dated

注：请将宣传品小样作为附件附上。

*Notice on Issuing the Measures of
Wenzhou-Kean University for the Management
of Internal Publications and Publicity
Materials (Trial)*

To: All departments and academics:

The Measures of Wenzhou-Kean University for the Management of Internal Publications and Publicity Materials (Trial) was passed at the 57th University Administration Meeting in 2021 and is hereby issued to you for your compliance and implementation.

It is hereby noticed.

Appendix: Measures of Wenzhou-Kean University for the Management of Internal Publications and Publicity Materials (Trial)

Wenzhou-Kean University

September 2, 2021

**Measures of Wenzhou-Kean University for the
Management of Internal Publications and Publicity
Materials (Trial)**

Article 1 To standardize the management of WKU's internal publications and publicity materials, following the national *Regulations on Publication Administration*, in accordance with WKU's actual situation, these Regulations are formulated.

Article 2 WKU's internal publications and publicity materials shall orientate the correct public opinions and offer benefits to the promotion of spiritual civilization and the creation of a healthy and positive cultural environment at WKU.

Article 3 Internal publication management.

In these Regulations, "internal publications" refer to periodicals, newspapers, and other publications produced by WKU departments, colleges, and groups to guide work and

exchange information. They exclude publicly published publications owned by Wenzhou-Kean University with Chinese standard serial numbers approved by the National Press and Publication Administration, as well as official or academic briefing information materials and student-created publications.

The internal publications can only be published after being approved (Appendix 1). Before publication, they need to be reviewed by the department concerned and submitted to its responsible leader for final review. They can be published after registration with the Media and Design Center.

(I) In principle, the internal publications are restricted to WKU. If communication is required with off-campus departments, registration must be made for approval (Appendix 2). All changes to name, publication frequency, editor-in-chief, print run, format, scope of distribution, and discontinuation, must be registered and approved (Appendix 3).

(II) The internal publications must be marked with the words “Internal publications” on the upper left corner of the cover. The cover should contain information about the owner/department, the publishing date, the issue, the editor-in-chief’s name, etc.

(III) The management of internal publications follows an accountability system and the owner department has the following responsibilities:

1. The editorial department of the guidance publication must abide by the Constitution and regulations, comply with the national education policy, maintain a correct orientation for public opinions, avoid harming the interests of the country, the society, and the school, refrain from fabricating or distorting facts and from personal attacks and slander, and prohibit commercial advertisements;

2. Review the publications' aim, policy, publicity report plan, and published papers;

3. Strengthen the construction, training, and team management of the journalists and editors to ensure the quality of publications;

4. Decide on the editor-in-chief of publications;

5. Decide on the scope and volume of publications;

6. Cover the cost of publication;

7. Assume appropriate responsibility for substantial mistakes and other significant problems caused by publications in violation of the national *Regulations on Publication Administration* and other relevant laws and regulations;

8. Within seven days following publication, samples of each issue of internal publications must be submitted to the Media and Design Center for archival purposes.

(IV) If publications are not published within one year

after registration, the qualification of publication will be revoked, and re-approval is required.

Article 4 Management of school publicity materials.

(I) School publicity materials refer to publicity materials for various activities at WKU, including banners, slogans, posters, advertisements, publicity pictures, etc.

(II) The management of school publicity materials follows an accountability system when implementing the approval system. All organizations shall be responsible for the publicity activities they carry out, including the wording of publicity slogans, the form of publicity activities, and the site clearance after the publicity activities.

(III) No organization or individual may hang banners, set up lightboxes, billboards, or distribute publicity materials in public areas such as main roads, teaching areas, and living areas in the school without authorization. Each department that needs to distribute, hang, or post publicity materials on campus must submit a written application three days in advance, fill in the approval form (Appendix 4), have the person in charge of each organization sign and stamp it, and then report to the Media and Design Center for review and stamping. It can produce, distribute, hang, and post at the specified time and place only after approval. For student groups and student clubs to arrange events that require the production of hanging (posting) publicity

materials, the clearance form must be completed, of which the review and stamping are the responsibility of the Student Affairs Office.

(IV) If an off-campus organization needs to issue, hang, or post publicity materials in school activities, it needs to fill out an approval form, which shall be signed and stamped by the person in charge of the Internal Cooperation Department and submit to the Media and Design Center for approval.

(V) The publicity materials produced and pasted should appear attractive, neat, and elegant. Except for the school-wide theme publicities and large-scale campaigns, publicity materials that are hung, posted, set up should be removed within one day after the end of event. Each organization concerned shall clean up the publicity materials within the prescribed time following the provisions of these Measures by the relevant organizations. The Media and Design Center will criticize in a circulated notice the organizations that fail to remove the publicity materials for three times accumulatively.

(VI) Without the review and approval of the Media and Design Center, advertisements and other commercial posters are not allowed on campus.

(VII) The school shall strengthen the supervision and inspection of various publicity materials on campus. The Media and Design Center, Logistics Department, Student Affairs

Office and other departments should strengthen the inspection tour of the campus and promptly deal with incidents of posting, hanging, and distributing publicity materials in violation of regulations.

1. The Logistics Department is in charge of timely monitoring and removing illegally hung, posted and distributed publicity materials on campus;

2. The Student Affairs Office is responsible for educating and disciplining students who breach discipline by illegally distributing and posting various publicity materials on campus;

3. Each quarter, the Media and Design Center is responsible for collecting data and reporting on illegally hung, posted, and distributed publicity materials on campus.

Article 5 The Media and Design Center reserves the final interpretation right of these Regulations.

Article 6 These Regulations shall come into effect on the day they are published.

Attachment I

Wenzhou-Kean University Publication Approval Form

Publication Organization 出版单位:	
Fund Source 资金来源:	
Purpose 用途:	Publication Name 刊物名称:
Head (Signature) 部门/学院负责人:	Performed by (Signature) 经办人签名:
Publication description 刊物说明:	
内容审核人 Content reviewed	
Financial approval (Signature) 财务审批:	

<p>Leadership approval (Signature)</p> <p>分管校领导审批:</p>
<p>Media and Design Center approval (Signature)</p> <p>媒体与设计中心审批:</p>

Attachment II

Wenzhou-Kean University Publication Communication Approval Form

<p>Publication Organization</p> <p>出版单位:</p>			
<p>Purpose</p> <p>用途:</p>		<p>Publication Name</p> <p>刊物名称:</p>	
<p>Head (Signature)</p> <p>部门/学院负责人:</p> <p style="text-align: center;">年 月 日</p> <p style="text-align: center;">Date:</p>			
No.	Name	Communication Unit/ Department	Quantity
序号	刊物名称	交流单位/部门	数量
1			
2			
3			

4			
5			
Performed by (Signature): 经办人签字: _____ 年 月 日 <p style="text-align: right;">Date:</p>			
Media and Design Center comments 媒体与设计中心审核意见: _____ 年 月 日 <p style="text-align: right;">Date:</p>			
Leadership approval 分管校领导审批: _____ 年 月 日 <p style="text-align: right;">Date:</p>			

Attachment III

Wenzhou-Kean University Publication Change Approval Form

Publication Organization 出版单位: _____	
Purpose 用途: _____	Publication Name 刊物名称: _____
Head (Signature) 部门/学院负责人: _____	Content reviewed (Signature) 内容审核人: _____

<p>Publication change description</p> <p>刊物变更说明:</p>
<p>Performed by (Signature)</p> <p>经办人签字:</p>
<p>Leadership approval (Signature)</p> <p>分管校领导审批:</p>
<p>Media and Design Center approval (Signature)</p> <p>媒体与设计中心审核:</p>
<p>Date 日期:</p>

Attachment IV

Wenzhou-Kean University Activity Publicity Application Form

<p>活动主题</p> <p>Subject</p>			
<p>活动时间</p>		<p>活动地点</p>	

Time		Location			
主办单位 Department		联系人 Contact		联系电话 Tel.	
<p>主要内容及说明（材料可另附）： Description (Material can be separately attached):</p> <p>申请人（活动负责人）Applicant:</p> <p>申请时间 Time:</p>					
<input type="checkbox"/> 室外临时摆设、发放、张贴（含宣传物品）内容、地点 Contents and Location:			时间： Time:		
<input type="checkbox"/> LED 电子屏内容 Contents of the LED Screen:			时间： Time:		
申请单位意见 Applicant approval (Signature)		（签章） (Signature and seal) 年 月 日 Dated			

<p>媒体与设计中心意见</p> <p>Media and Design Center approval (Signature)</p>	<p>(签章)</p> <p>(Signature and seal)</p> <p>年 月 日</p> <p>Dated</p>
<p>后勤部意见</p> <p>Logistics Department approval (Signature)</p>	<p>(签章)</p> <p>(Signature and seal)</p> <p>年 月 日</p> <p>Dated</p>

Note: Please attach the brochure sample as an attachment.

