

**MT. SAN ANTONIO COLLEGE
ASSOCIATED STUDENTS
PUBLICITY DIRECTIVE**

I. Purpose

The purpose of the A.S. Publicity Directive is to outline the rules and regulations for the development and posting of campus information.

- ∞ This Directive contains publicity regulations as they pertain to the Associated Students/Clubs, the College's faculty/staff, and off-campus entities desiring to use authorized AS posting areas ONLY.
- ∞ The authority to enact this Directive is derived from the Governing Board of Mt. San Antonio College in accordance with the California Education Code.
- ∞ The responsibility to uphold this Directive shall be placed within the jurisdiction of the AS President and shall be implemented by the Publicity Senator and/or the Student Center Facilitator under the direction of the AS Advisor or his/her designee. In the absence of a Publicity Senator, the AS president may appoint another Senator or Executive Board member to approve publicity.

II. Definition of Publicity/Publications/Information Dissemination

Publicity, publications, and information to be disseminated shall be printed material, devices, or actions designed to advertise events or ideas by the use of handbills, flyers, publications, posters, banners, publicity stunts, tags or other means that have received approval from the Associated Students.

III. Authorized Associated Students and Mt. San Antonio College Clubs & Organization posting areas are:

- ∞ As defined by the Associated Students and Student Center Facilitator.
- ∞ Publicity may not be posted on windows, exterior painted surfaces of buildings, faculty boards, light standards, cars, living objects (i.e., trees), or any other unauthorized areas.
- ∞ Publicity may be posted on wooden stakes but clubs/organizations are responsible for buying their own stakes. Wooden stakes may only be used along walkways adjacent to grass areas. Wooden stakes are to be at least 10 feet apart and 3 feet high. Signage can be no longer than 4 feet in length

IV. Regulations for Mt. San Antonio College Clubs and Organizations

A. Publicizing an event/General Posting

- ∞ Before publications, flyers, or literature are reproduced, they must bear the AS stamp and signature of the Publicity Senator, Student Center Facilitator or designee. This is necessary for authorized posting. Publicity, publications, and

information in a Non-English language must have an English translation when being submitted for the AS approval stamp and signature. The AS Office must have a copy on file of all Publicity/Information prior to posting.

- ∞ All publicity relating to a specific event must have the **name of the College (Mt. SAC), the sponsoring/cosponsoring organization/club name, date, time and location of the event** clearly printed on the surface of the publicity.
- ∞ The contact person must be a full time or part time College employee connected to an approved club or department.
- ∞ Publicity will be the sole responsibility of the club or organization hosting the event regardless of AS sponsorship or co-sponsorship, unless other conditions were agreed to when funding was approved.
- ∞ Any event receiving funding from the AS must denote the source of funding on all printed materials. Full funding requires an acknowledgement of sponsorship. Shared funding between two or more sources requires acknowledgement of each of the supporting sources.
- ∞ All Mt. SAC clubs/organizations receiving AS sponsorship/co-sponsorship must follow this Directive. Violations will result in no future funding requests being approved for a period of one semester, *without exception*.
- ∞ All Mt. SAC clubs/organizations being sponsored or co-sponsored by the AS must have adequate time for posting so as to advertise the activity effectively. *A minimum of 7 working days is required after the event is approved.** Approval requires Senate and Executive Board authorization and the AS President's approval.
- ∞ No posting is allowed until the AS President approves the event/activity.
- ∞ In the event of a Presidential or Executive Board veto, no publicity can be posted until the Senate overrides the Presidential or Executive Board veto.

B. Posting of Conferences

- ∞ Publicity for conferences requesting AS funding cannot be posted until after the conference has been approved by Senate, ratified by Executive Board and signed by the AS president. This process requires a minimum of 15 school days. If airfare is part of the requests then additional time may be necessary for approval to be granted.
- ∞ Conferences not requiring AS funding do not have to follow the specific timeline for posting.

C. Maintenance and Removal of Publicity

- ∞ Publicity, publications, and information that litters, defaces or destroys campus property are prohibited.

- ∞ All publicity related to an activity, event, election, etc., is to be removed by the co-sponsoring/sponsoring group no later than 5:00 p.m. two days* following the conclusion of the event. (Removal includes staples, tape, tacks, etc.)
- ∞ It is the responsibility of the club or organization to maintain their publicity, publications, and information in a neat manner.
- ∞ The Associated Students shall reserve the right to remove any approved publicity (bearing the AS approval stamps and signature) that is outdated or in violation of this Directive.
- ∞ Any publicity that does not bear the AS approval stamp for posting is subject to removal by AS Senate members, ICC officers and designated College personnel.

D. Publicity Stunts

- ∞ Publicity stunts must be submitted in writing and receive written approval from the appropriate club advisor and the Director, Student Life. Stunts that are discriminatory in nature, lack good taste, are sexually explicit or create excessive liability for the College will not be approved.

E. Disciplinary Procedures

- ∞ Any violation of this Directive will result in the following actions:
1st Violation – Written warning sent to the appropriate club officers/or person of authority and Advisor.
2nd Violation – Written warning and restricted use of all publicity posting dissemination and/or use of College and AS materials for one month.
3rd Violation – Written notification of being restricted from using the A.S./College publicity materials and from posting dissemination on AS posting boards for a period of one semester.
- ∞ Should a club/organization continue to violate or disregard the written warnings, not clear a violation by the end of the semester, disciplinary procedures will be enacted at the beginning of the next semester. This would include deactivating the club for a period of one semester.

V. **Publicity and Posting by Faculty & Staff**

- Faculty and staff using the AS posting areas must abide by the following regulations:
- ∞ All publicity relating to specific event/course/activity must have the name of the College (Mt. SAC), the academic department, date, time and location printed clearly on the surface of the publicity.
 - ∞ Publicity need not be signed by the Student Life Office prior to posting.
 - ∞ A copy of what is posted should be brought to the Student Life Office for informational purposes only.
 - ∞ Publicity that is time sensitive must be removed with 24 hours of the conclusion/deadline as it relates to purpose of the publicity.

VI. **Dissemination of Publicity, Publication, and Information Generated by Off-Campus Organizations**

- ∞ Off campus persons cannot distribute or display any publicity or published materials unless sponsored by a campus club or organization.
- ∞ Dissemination of any information must be in accordance with the regulations for clubs/organizations as outlined in this Directive.
- ∞ A registered Mt. SAC student may circulate petitions for partisan or other purposes after appropriate authorization is granted from the Student Life Office. A copy of the petition(s) must be filed in the Student Life Office.
- ∞ If off campus offenders persist in posting, notification will be given stating that civil action will be taken against them for littering.

VII. **Prohibited materials for all Groups/Organizations/Individuals**

- ∞ Materials which are obscene, libelous, or slanderous according to legal standards, incite students to commit unlawful acts on College premises, violate College regulations or disrupt the orderly operation of the College are prohibited.
- ∞ Materials will be defined as “obscene” based on the Roth-Miller test and the current Supreme Court Ruling, which are subject to change.

VIII. **Amendments**

This Directive may be amended by submitting the amendment(s) as a Bill to the Senate and Executive Board. A two-thirds 2/3) vote is required by both bodies. The Bill will then be forwarded to the AS President for approval. Amendments will be forward to the College Leadership council and the Board of Trustees for review. The approved amendment(s) will be effective immediately.

*Day are defined as Monday through Friday excluding legal holidays.

Approved by Associated Students
November 2006