

PUBLICITY DIRECTIVE

Associated Students, Mt. San Antonio College

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 A.S. 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 A.S. President and shall be implemented by the Student Center Specialist under the direction of the A.S. Advisor or designee.

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, fliers, 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 the Student Center Specialist.
- Publicity may only be posted on posting boards, one posting per board.
- There is to be no posting in/on Founder's Hall, Student Services building (9B), or on the cement walls outside buildings 60 and 61.
- 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 printed materials are reproduced, they must bear the authorized "please recycle me" logo as well as the A.S. stamp and signature of the Student Center Specialist or designee. This is necessary for authorized posting. Printed or electronic materials in a

Non-English language must have an English translation when being submitted for A.S. approval. The Student Life Office must have a copy of an organization's printed materials on file prior to posting.

- All publicity relating to a specific event must have the following clearly printed on all printed materials:
 - i.** Name of the College (Mt. SAC or Mt. San Antonio College),
 - ii.** The sponsoring organization's name,
 - iii.** Date, time, and location of event,
 - iv.** Contact information (i.e. phone, email for questions).
- 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 A.S. sponsorship or co-sponsorship, unless other conditions were agreed to when funding was approved.
- Any event receiving funding from A.S. must denote the source of funding on all printed materials. 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 A.S. 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 A.S. must have adequate time for posting so as to advertise the activity effectively. A minimum of seven (7) days* is required after the event is approved. Approval requires Senate and Executive Board authorization and the A.S. President's approval.
- No posting is allowed until the A.S. 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 A.S. funding cannot be posted until after the conference has been approved by Senate, ratified by Executive Board and signed by the A.S. president. This process requires a minimum of 15 days*. If airfare is part of the requests then additional time may be necessary for approval to be granted.
- Conferences not requiring A.S. funding do not have to follow the specific timeline for posting.

C. Maintenance and Removal of Publicity

- Printed materials that litter, deface or destroy campus property are prohibited.
- All publicity related to an activity, event, election, etc., is to be removed by the sponsoring group(s) 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 each organization to maintain its publicity and information in a neat manner.
- Associated Students reserves the right to remove any approved publicity (bearing the A.S. approval stamp) that is outdated or in violation of this Directive.
- Any publicity that does not bear the A.S. approval stamp for posting is subject to removal by A.S. 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 of 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 A.S. publicity resources for one (1) month.
 - 3rd Violation: Written notification of being restricted from using the A.S./College publicity resources and from posting on campus for a period of one (1) semester.
- Should a club/organization violate or disregard written warnings, disciplinary procedures will be enacted at the beginning of the following semester. This includes deactivating the club for a period of one (1) semester.

V. Publicity and Posting by Faculty & Staff

Faculty and staff using the A.S. 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, contact information (i.e. phone, email), date, time and location printed clearly on all printed materials.
- 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 most recent Supreme Court Rulings, 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 A.S. 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.

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

Approved by Associated Students October 22, 2013