

PUBLICITY DIRECTIVE

Associated Students, Mt. San Antonio College

I. Purpose

The purpose of the Associated Students (A.S.) Publicity Directive is to outline the rules and regulations for the development and posting of campus information for A.S. and Recognized Student Clubs and Organizations (RSCOs).

II. Jurisdiction

- A. The responsibility to uphold this directive shall be placed with the Student Life Office.
- B. Materials subject to approval include but are not limited to: Flyers, digital flyers, handbills, or any printed materials used to promote A.S. and RSCO sponsored events and activities.
- C. Other promotional methods are subject to approval prior to use.

III. Authorized Locations

- A. Building 9C North Wall - one posting per board.
- B. Division or Department Boards with approval by respective Division Office - one posting per board.
- C. Classroom Boards with approval by respective faculty or related Department Office - one posting per board.
- D. Grass and planter areas - Only lawn signs or wooden stakes can be used in grass and planter areas along walkways. They must be placed at least ten (10) feet apart, no more than three (3) feet high, and no more than four (4) feet long.

IV. Unauthorized Locations

Any location or object not listed in Section III is unauthorized, will be removed, and the responsible party will be subject to violation outcomes as outlined in Section VI.

V. Approval Requirements

- A. A.S. approval stamp and signature of a Student Life Office designee is needed before materials are printed.
- B. Printed or digital materials must include:
 - i. English translation if not in English
 - ii. Name of the College (Mt. SAC or Mt. San Antonio College)
 - iii. Name of the organization(s)
 - iv. Advisor Contact Information (phone number and/or Mt. SAC email address)

- v. Date, time, and location of event (if applicable)
- C. Printed or digital materials must be free of obscene, libelous, slanderous, and/or profane information.
- D. Publicity will be the responsibility of the organization hosting the event regardless of A.S. sponsorship or co-sponsorship.
- E. Events receiving A.S. funding must include the following statement on all publicity materials: Sponsored by Associated Students.

VI. Maintenance and Removal of Publicity

- A. All publicity must be removed by the organization two days following the event.
- B. Student Life Office reserves the right to remove any publicity that is in violation of this Directive.

VI. Violations

- A. 1st Violation: Written warning sent to the appropriate organization officer(s) and Advisor(s).
- B. 2nd Violation: Loss of all publicity privileges for one (1) month.
- C. 3rd Violation: Loss of all publicity privileges for two (2) months.
- D. 4th Violation: Referral to A.S. Student Court for determination of outcome(s).

VII. 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 final approval. The approved amendment(s) will be effective immediately.

Approved by Associated Students March 19, 2024