



***SANTA ROSA JUNIOR COLLEGE
ASSOCIATED STUDENTS***

PUBLICITY MANUAL

SPRING 2013 VERSION 3/26/13



SANTA ROSA JUNIOR COLLEGE ASSOCIATED STUDENTS GENERAL PUBLICITY GUIDELINES

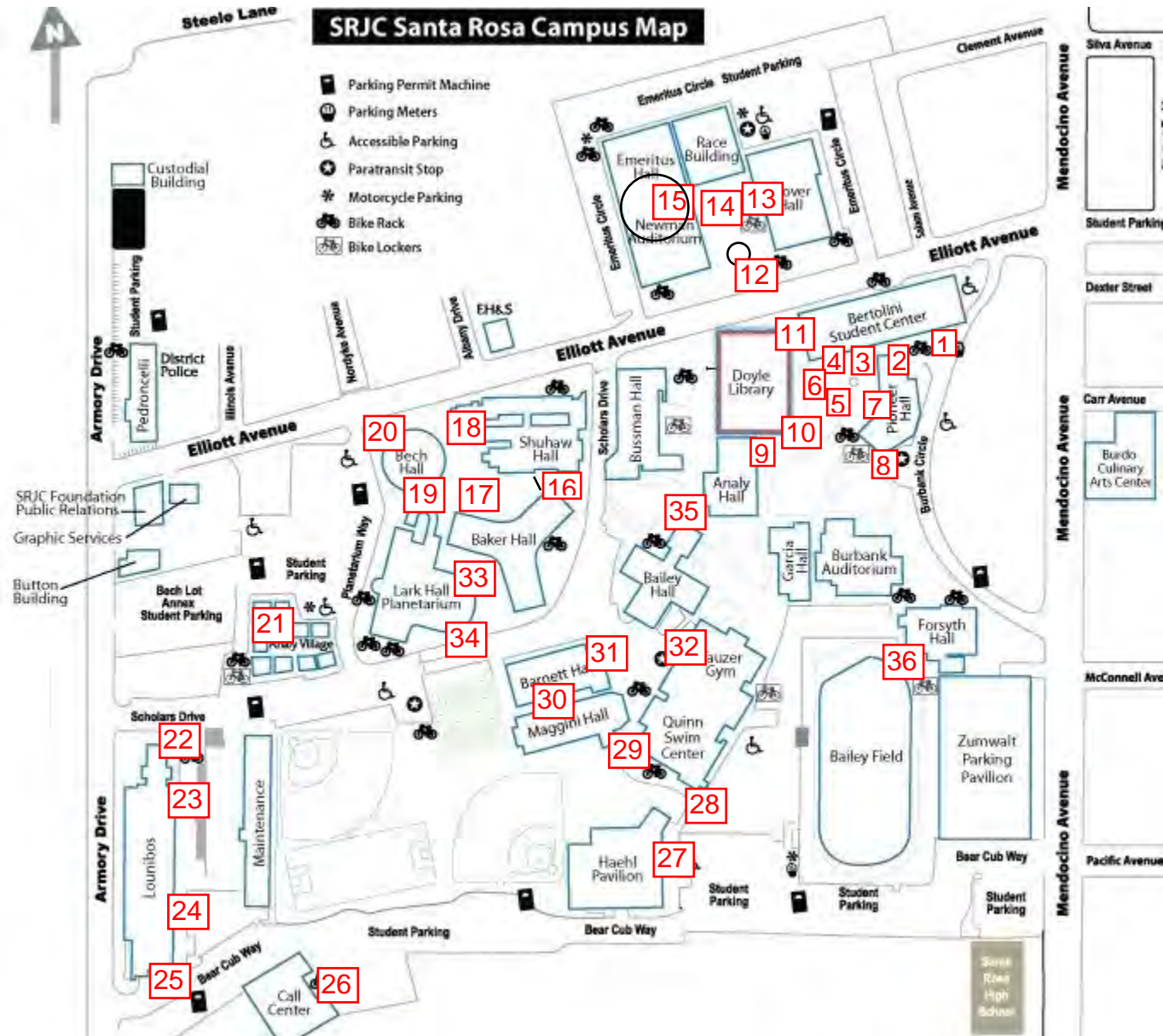
PURPOSE: To provide guidelines for orderly, pleasing and effective publicity, while helping to facilitate harmony and aesthetics within the Sonoma County Junior College District (SCJCD) campuses.

DEFINITION: Publicity means any form of media used to convey messages on SCJCD Campuses.

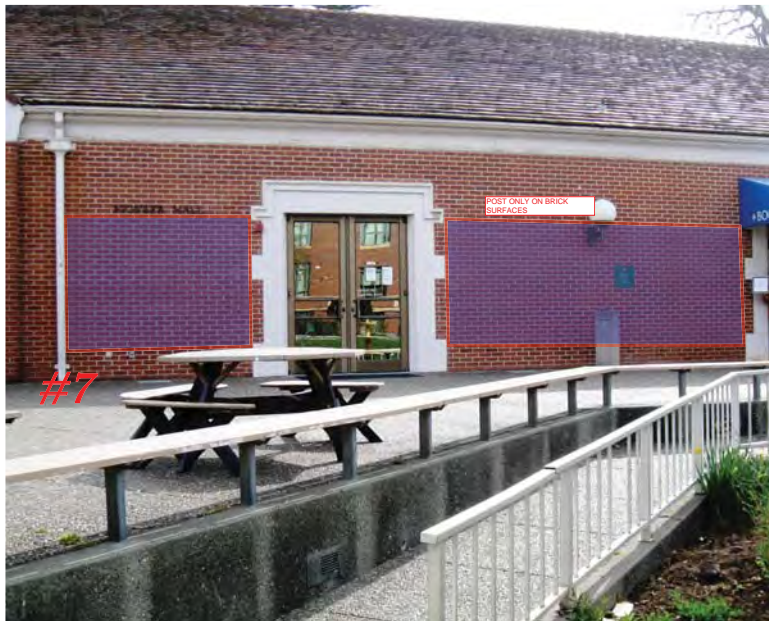
1. All posters must be reviewed by *Designated Representatives* in the Student Affairs Office before posting in order to receive an “approved” stamp.
2. It is usually best to get a campus sponsor for Publicity. See full text of Publicity Code for details.
3. See the campus maps and photographs included in this manual for allowable posting locations. Don't post on trees, railings, cans, equipment, etc that appear in the highlighted areas. (see Publicity Code).
4. Any club, organization, candidate, or electoral slate is limited to 20 concurrent pieces of Publicity on each campus at any given time.
5. Publicity should generally be affixed to allowed brick surfaces unless otherwise specifically indicated in this manual. Make sure to use adequate amounts of tape when posting publicity on other surface types.
6. “Lawn signs” are generally only allowed as indicated in the photographs in this manual, unless specifically allowed by *Designated Representatives*.
7. Publicity should be placed a maximum of 8’-6” in height above the ground nearest the posting.
8. Refer to the Publicity Code for information about the maximum square surface area of allowable postings.
9. Any poster determined by *Designated Representatives* to be in violation of Publicity Manual guidelines will be removed and held at the Student Affairs Office for (2) two instructional weekdays, then recycled without further notice.
10. No publicity shall be attached or affixed to the surface of, or over the top of, any existing sign, safety device, light fixture or any other existing form of publicity.
11. Publicity will not be posted on any tree or any other non-human organism.
12. Banner display from buildings is permitted ONLY with prior approval by *Designated Representative(s)*, and only after first having been approved with SCJCD Facilities Operations Office. Banner displays are permitted as part of routine student tabling activities and when affixed to tables, backdrops, portable canopies, and when in compliance with all other limitations of this code.
13. Posters will be fastened securely with appropriate fastening mechanisms. Appropriate fastening mechanism depends on the surface material of posting location. Examples are “painter’s” tape, earthquake putty, or other non-permanent adhesives not harmful or detrimental to walls or surfaces. Tacking is permitted on Student Affairs administered bulletin boards. Unless specifically indicated in photographs in this manual, tacking of any other items on any District property is permitted ONLY with prior approval by *Designated Representative(s)*. Nailing, screwing, or bolting of items is not permitted.
14. Chalking on public property is a violation of California anti- graffiti laws.
15. Non-SCJCD sponsored postings or Students’ personal notices, such as items for sale or trade, may be placed on designated bulletin boards only by the Student Affairs Office or *Designated Representatives*
16. It is the responsibility of those posting publicity to remove their postings and thoroughly clean and dispose of any posting residue within (2) two instructional weekdays after the publicized event has ended. Postings that are not time sensitive should be contemporaneously relevant and in no case should a posting be allowed to remain for longer than (15) instructional weekdays.
17. Contact Facilities Operations at (707) 527-4231. Contact SR Campus Student Affairs at (707) 527-4424. Contact Petaluma Campus Student Affairs at (707) 778-3637

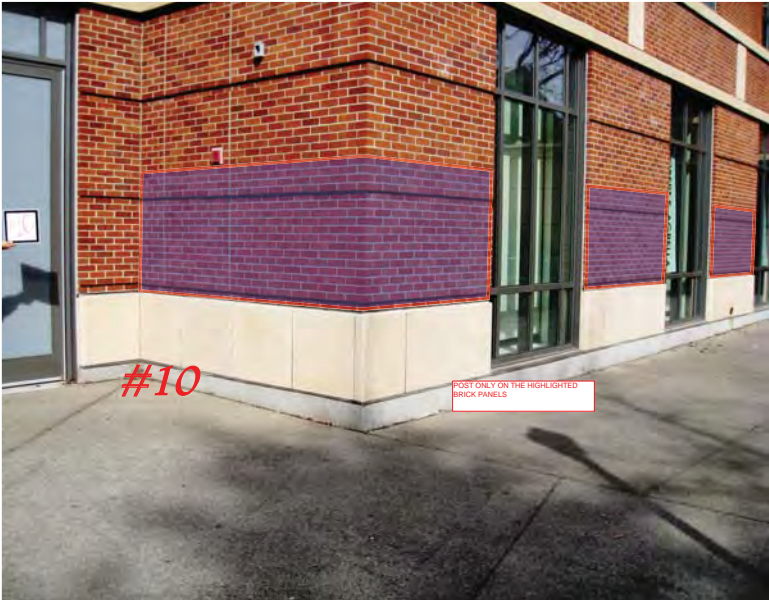
SRJC Santa Rosa Campus Map

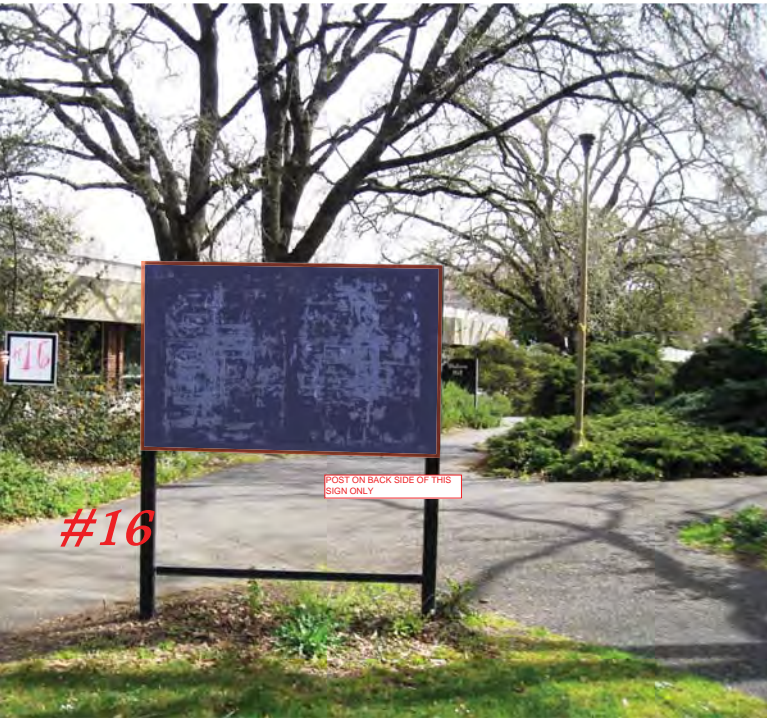
- Parking Permit Machine
- Parking Meters
- Accessible Parking
- Paratransit Stop
- Motorcycle Parking
- Bike Rack
- Bike Lockers













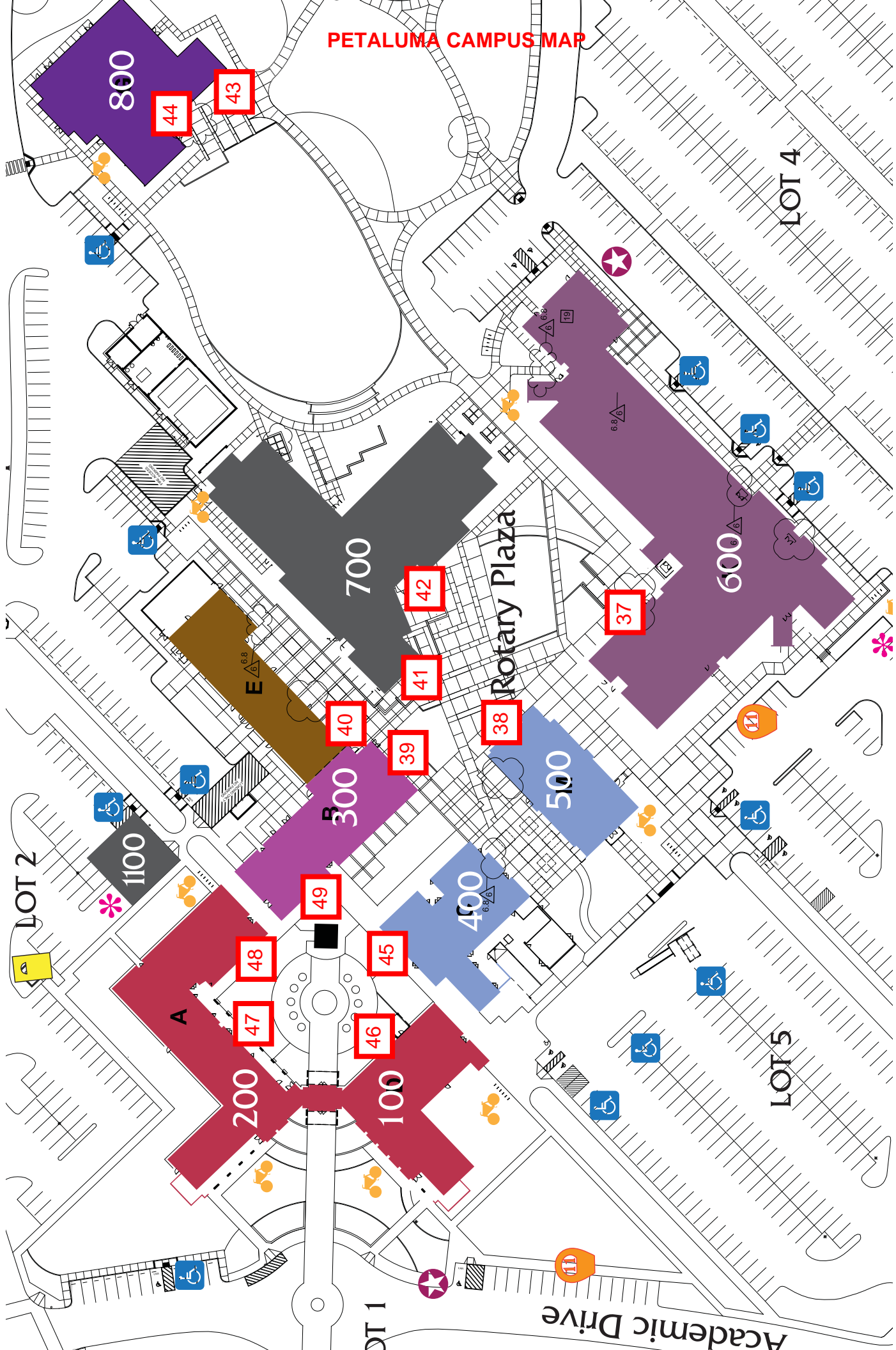








PETALUMA CAMPUS MAP













SANTA ROSA JUNIOR COLLEGE ASSOCIATED STUDENTS PUBLICITY CODE

PURPOSE: To provide guidelines for orderly, pleasing and effective publicity, while helping to facilitate harmony and aesthetics within the Sonoma County Junior College District (SCJCD) campuses.

DEFINITION: Publicity means any form of media used to convey messages on SCJCD Campuses.

SECTION I – CONTENT

CLAUSE I - Publicity may be of general interest to SCJCD students, faculty, staff, administration, or the public at-large but should be relevant to the mission of the Associated Students and/or the SCJCD.

CLAUSE II - Publicity may contain announcements of student organization and club events, dances, assemblies, athletic events, lectures, forums, academic department events, student elections (see AS Election Code), and other appropriate announcements at the discretion of Associated Students Senate; or the Director of Student Affairs; or their designated agent(s); hereinafter referred to as “Designated Representatives”.

SECTION II - APPROVAL

CLAUSE I – All posters must be reviewed in the Student Affairs Office before posting in order to receive an “approved” stamp. Posters without such stamp will be removed and held at the Student Affairs Office for (2) two instructional weekdays, then recycled without further notice.

CLAUSE II – *Designated Representatives* of Associated Students; including the Assistant Director of Student Affairs and/or the Student Elections Coordinator and their *Designated Representative(s)* have sole authority to approve/disapprove posters. *Disputed publicity and/or disputed Publicity Code violations will receive final determination of outcome/approval/disapproval from the Director of Student Affairs.*

CLAUSE III - Posters will be reviewed by *Designated Representatives* for compliance with the Publicity Manual.

CLAUSE IV – Posters should originate with, or be sponsored by, SCJCD departments, students, faculty, classified staff, or administrative organizations and/or clubs, or the Associated Students.

CLAUSE V – For Non SCJCD postings refer to Section IV – Bulletin Board Notices.

SECTION III – PLACEMENT of SCJCD Sponsored Postings

CLAUSE I – Poster placement is confined to designated areas of SCJCD property and campuses as outlined in the Publicity Manual, unless specific exception is made by *Designated Representatives*.

A. Posters are to be affixed and displayed per Publicity Manual instructions. Any poster determined by *Designated Representatives* to be in violation of Publicity Manual guidelines will be removed

and held at the Student Affairs Office for (2) two instructional weekdays, then recycled without further notice.

B. No publicity shall be attached or affixed to the surface of, or over the top of, any existing sign, safety device, light fixture or other existing form of publicity.

C. No publicity shall be placed perpendicular to any location within (20) feet of City or County roadways adjacent to SCJCD property.

CLAUSE II – Only *Designated Representative(s)* may approve Cafeteria(s) interior walls for publicity of SCJCD sponsored activities or events (except as otherwise outlined in the AS Election Code).

CLAUSE III- Publicity will not be posted on any tree or any other non-human organism.

CLAUSE IV - Banner display from buildings is permitted ONLY with prior approval by *Designated Representative(s)*, and only after first having been approved with SCJCD Facilities Operations Office. Banner displays are permitted as part of routine student tabling activities and when affixed to tables, backdrops, portable canopies, and when in compliance with all other limitations of this code.

CLAUSE V - Posters will be fastened securely with fastening mechanisms as outlined in the Publicity Manual. Appropriate fastening mechanism depends on the surface material of posting location. Examples are “painter’s” tape, earthquake putty, or other non-permanent adhesives not harmful or detrimental to walls or surfaces, and tying with twine. Tacking is permitted on Student Affairs administered bulletin boards. Tacking of items on any other District property is permitted ONLY with prior approval by *Designated Representative(s)*. Nailing, screwing, or bolting of items is not permitted.

CLAUSE VI - Poster placement on any glass or plastic window(s), doors, panes or surfaces is generally disallowed, and permitted ONLY with prior approval by *Designated Representative(s)*.

CLAUSE VII - Other media types not addressed in the Publicity Manual, or by this code, may only be used with prior approval by *Designated Representative(s)*. Other media might include sandwich boards, sidewalk chalk, planter or lawn signs, garbage cans, or *portable* shade canopies (EZ-Ups). Chalking on public property is considered a violation of California anti- graffiti laws.

CLAUSE VIII - Publicity which is approved for any one member of the SCJCD is thereby approved, with the same restrictions or limitations, for all members of the SCJCD. Posting areas under the control of SCJCD Departments intended for department specific uses are not included by this clause.

CLAUSE IX – Placement of any and all “Lawn Signs” shall require prior approval by Designated Representatives in order to avoid damage to irrigation systems. Lawn signs should not include wooden stakes and should use bent-wire type stakes.

SECTION IV - BULLETIN BOARD NOTICES *for non-SCJCD sponsored postings*

CLAUSE I – Non-SCJCD sponsored postings or Students’ personal notices, such as items for sale or trade, may be placed on designated bulletin boards only by the Student Affairs Office or *Designated Representatives* on each campus.

SECTION V - VEHICLES

CLAUSE I - No forms of publicity will be placed on vehicles while on SCJCD campuses without prior permission of the vehicle owner.

CLAUSE II – Vehicles will not be used as mobile billboards or the equivalent. Bumper stickers and other small signage, not to exceed (400) four hundred square inches per vehicle, will be allowed.

CLAUSE III– This Section does not intend to supersede any section of the California Vehicle Code or local Ordinance, which shall take precedence in all cases.

SECTION VI – RESPONSIBILITY

CLAUSE I - It is not the responsibility of the Associated Students to make or provide material except as related to Associated Students' business.

CLAUSE II - Clubs and organizations publicizing any event are responsible for their posters.

CLAUSE III– It is the responsibility of those posting publicity to remove their postings and thoroughly clean and dispose of any posting residue within (2) two instructional weekdays after the publicized event has ended. Postings that are not time sensitive should be contemporaneously relevant and in no case should a posting be allowed to remain for longer than (15) instructional weekdays. Contemporaneous relevance shall be determined by *Designated Representatives* and shall apply equally to all those posting publicity.

SECTION VII – ELECTIONS

CLAUSE I – Refer to Associated Students Election Code for Publicity rules and regulations specifically related to Student Elections.

**** REVISED: CSA FALL 1979**

SPRING 1980

SPRING 1990

SPRING 1993

SPRING 1995

SPRING 1999

SPRING 2005

SPRING 2008

SPRING 2013 (Approved Associated Students Senate Meeting 3/11/13)