

**SONOMA COUNTY JUNIOR COLLEGE DISTRICT
SANTA ROSA JUNIOR COLLEGE**

**STUDENT GOVERNMENT ASSEMBLY
PUBLICITY CODE**

**ARTICLE I
AUTHORITY & PURPOSE**

SECTION 1 AUTHORITY:

All publicity posted in the Sonoma County Junior College District (**SCJCD**) is overseen by the Student Government Assembly (**SGA**) in collaboration with Student Affairs & Engagement Programs (**SA&EP**) and District Facilities Operations. Any matter of publicity not explicitly dealt with in SGA Publicity Code shall be left to the discretion of the Dean of SA&EP, the Dean of Facility Planning & Operations, or their designee.

SECTION 2 DEFINITION:

Publicity is defined as any posters, leaflets, signs, banners, digital signage, chalking, lawn signs, brochures, etc used to convey a message.

SECTION 3 PURPOSE:

To provide guidelines for orderly, pleasing, and effective publicity, while helping to facilitate harmony and aesthetics within the SCJCD. The SGA Publicity Code governs any form of publicity within the SCJCD.

**ARTICLE II
PUBLIC POSTING AREAS**

SECTION 1 All public posting areas shall be designated by clear signage (SEE SGA PUBLICLY GUIDEBOOK). Public posting areas are the least regulated area for publicity and serve as a place to post personal notices or items for sale or trade. Public posting areas are maintained at the discretion of the facility where the public posting area is located, or SGA/SA&EP officials.

**ARTICLE III
SA&EP POSTER CIRCULATION SERVICE**

SECTION 1 The SGA/SA&EP provide a service where an individual or organization may drop off a maximum of 40 posters to be placed in various glass cases around campus. These posting areas are an excellent way to get publicity out in key public areas, for club events, athletic events, academic department events, lectures, forums, dances, assemblies, or student elections. These areas are maintained at the discretion of the SGA and the SA&EP. (SEE SGA PUBLICLY GUIDEBOOK)

SECTION 2 APPROVAL PROCESS

Those interested in using the Poster Circulation Service shall give their publicity materials, including hanging supplies, to the Office of SA&EP where the posters will be reviewed for compliance with the SGA Publicity Code. Compliant publicity will be given a stamp of approval and circulated by SA&EP Staff or Student Employees as soon as possible.

SECTION 3 APPROVAL DETERMINATION:

SA&EP staff have sole authority to approve or disapprove posters. Disputed publicity will receive final determination from the Dean of SA&EP.

**ARTICLE IV
ADDITIONAL PERMISSIONS PUBLICITY**

SECTION 1 PERMISSION:

The SGA has worked with District Facilities Operations to locate additional acceptable places for posting

publicity.(SEE SGA PUBLICLY GUIDEBOOK) Please contact the SA&EP to begin communications and for more information about additional areas that may be used for publicity.

SECTION 2 MOUNTING PUBLICITY:

Posters will be fastened securely with fastening mechanisms that do no damage to the buildings nor leave any sort of residue. 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 SA&EP administered bulletin boards only. Tacking of items on any other District property is permitted only with prior approval. SEE VIOLATIONS for a list of unacceptable forms of securing.

SECTION 3 SPECIAL PUBLICITY & EQUIPMENT:

A. BANNERS:

Banner display from buildings is permitted only after having been approved with SCJCD Facilities Operations and the Office of SA&EP. 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.

B. LAWN SIGNS:

Placement of any and all “Lawn Signs” shall require prior approval by SCJCD Facilities Operations in order to avoid damage to irrigation systems. Lawn signs must use bent-wire type stakes.

C. DIGITAL SIGNAGE:

Around the Bertolini Student Services building are screens that display slides and short videos. These can be used for publicity, but will require additional more coordination.

D. OTHER:

Other media types not addressed in the SGA Publicity Code may only be used with prior approval.

SECTION 4 RESPONSIBILITY & REMOVAL OF PUBLICITY:

It is the responsibility of the organization or individual with publicity to post acquire, make, and provide all posting materials, as well as, removing their postings and thoroughly cleaning and disposing of any posting residue within (2) two instructional weekdays after the publicized event has ended. Publicity shall be allowed to remain for no longer than (15) instructional weekdays.

**ARTICLE V
ELECTION PUBLICITY**

SECTION 1 There are special conditions applied to publicity during Student Elections. Refer to the SGA Election Code for publicity rules and regulations specifically related to Student Elections.

**ARTICLE VI
DISCLAIMER & PURVIEW**

SECTION 1 The content and opinions expressed in the publicity distributed by college individuals and organizations or off-campus individuals and organizations do not necessarily express those of the SCJCD. Permission to post and distribute materials does not implicitly or explicitly signify endorsement by the SCJCD.

SECTION 2 PUBLICITY CODE PURVIEW

A. SOCIAL MEDIA:

This code does not regulate social media.

B. OFFICE SPACES & CLASSROOMS:

Office space and classroom decor are at the discretion and the responsibility of the office. No publicity shall be posted without the explicit permission of those in charge of the space.

C. STUDENT LOUNGES:

Student lounges are communal spaces, and the publicity within them shall be at the discretion of the SGA. A stamp of approval is not necessary for posting in these spaces.

D. SGA CAMPAIGNS AND EVENTS:

The SGA works closely with District Facilities Operations to determine appropriate spaces for a broad variety of publicity to be placed, and this publicity does not need to go through the same approval processes listed in this code.

E. DISTRICT EVENTS & DEPARTMENT :

District Events work closely with District Facilities Operations to determine appropriate spaces for a broad variety of publicity to be placed, and this publicity does not need to go through the same approval processes listed in this code.

**ARTICLE VII
OFFENSIVE PUBLICITY & COMPLAINTS**

SECTION 1 While it is not the intention of the SCJCD to authorize the posting of material that may be deemed offensive, students, faculty, and staff are prohibited from removing any publicity without prior authorization. The offended party may address their complaint to the Dean of Student Affairs & Engagement Programs or the Dean of Facility Planning & Operations. Such party will then pursue the proper protocol for removal of publicity.

**ARTICLE VIII
VIOLATIONS**

SECTION 1 VIOLATIONS:

- A.** Any publicity without a Stamp of Approval and will be under the discretion of the SA&EP for its use.
- B.** No publicity shall be attached or affixed 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.
- D.** Publicity will not be posted on any tree or any other non-consenting non-human organism.
- E.** Publicity on windows (glass or plastic) or doors (panes or surfaces)
- F.** Nailing, screwing, or bolting of items is not permitted.
- G.** Chalking without permission on public property is considered a violation of California anti- graffiti laws.
- H.** No forms of publicity will be placed on vehicles, including bikes, while on SCJCD campuses without prior permission of the vehicle owner.

SECTION 2 CAMPUS PUBLICITY VIOLATIONS:

- A.** 1st violation: Verbal warning and removal of material
- B.** 2nd violation: Written warning and removal of material
- C.** 3rd violation: Loss of posting privileges, use of Student Art room and supplies for one month
- D.** 4th violation: Loss of ALL Privileges (see above) for a full semester Continued violations may result in suspension of ALL club privileges for the remainder of the year and possible disciplinary action

SECTION 3 OFF-CAMPUS PUBLICITY VIOLATIONS:
ANY violation by an outside organization will result in loss of ALL posting and distribution privileges for a length of time to be determined by the Dean of SA&EP. Posting of materials without the college’s permission is a misdemeanor violation of California Penal Code 556.

Enabling Clause:

This SGA Publicity Code shall go into effect when approved in an SGA meeting and shall become operational on the day following SGA approval. These SGA Publicity Code are subordinate to and shall not conflict with to Federal Laws, California State Laws, the California Education Code, SCJCD Board Policy (specifically College Council Policy 8.5.6 and 8.5.6P), or the SCJCD SRJC Student Constitution.

REVISION & AMENDMENT DATES:

Adoption: Unknown	Revised: CSA Fall 1979
Revised: CSA Spring 1980	Revised: CSA Spring 1990
Revised: CSA Spring 1993	Revised: CSA Spring 1995
Revised: CSA Spring 1995	Revised: CSA Spring 1999
Revised: CSA Spring 2005	Revised: CSA Spring 2008

Revision Type:	Semester:	Date:	Mtg.#	Approved By:
Revised	Spring	March 11, 2013	24	Associated Students' Student Senate
Revision Details:				
<ul style="list-style-type: none"> Created Publicity Manual 			<ul style="list-style-type: none"> Created sponsorships, and 'designated representatives' 	

Revision Type:	Semester:	Date:	Mtg.#	Approved By:
Revised	Spring	March 14, 2016	30	Student Government Assembly
Revision Details:				
<ul style="list-style-type: none"> Consolidated code-like language in the previous "Publicity Manual" (Publicity Guidebook) into the Publicity Code. Poster Circulation Program detailed. Created violations. 			<ul style="list-style-type: none"> Eliminated sponsorships, and unclear 'designated representatives'. Clarified contact points for publicity. Directed Election Publicity to the Elections Code. Detailed limits on publicity. 	