

Code Section VI

Publicity Code

- 6.10 The By-Laws governing publicity and publications with the ASCC shall be known as the Publicity Code and it shall be enforced by the Director of Communications and the Office of Student Activities.
- 6.11 Any reference to the Director of Communications shall mean the Director and any of their Deputy Directors.
- 6.12 Anything not explicitly dealt with in the Publicity Code shall be evaluated on an individual basis by the Director and any determination by the Director shall be approved by the ASCC President and the Office of Student Activities.
- 6.13 The Director of Communications must keep posted office hours.
- 6.14 Any publicity from a source outside the ASCC must obtain approval to be posted from the Director of Purchasing.
- 6.15 Only those with ASCC delegated authority shall be allowed to register and remove publicity.
- 6.16 The Director of Communications shall be in charge of enforcement of the Publicity Code.
- 6.17 Responsibility for formulating policies relating to ASCC publications rests with the Senate of the Associated Students.
- 6.20 **Publicity, Definitions and General Rules:**
- 6.21 Publicity is defined as any written public notice which is posted or handed out by student organizations or student candidates in ASCC elections on the Cerritos College campus.
- 6.22
1. Flyers must be larger than 4 inches by 5 ½ inches and may not exceed 8.5 inches by 11 inches.
 2. Flyers may only be posted on non-academic bulletin boards. Only one flyer may be placed on each bulletin board in respect for the need of space for all.
 3. Flyers may not be placed on car windows.
 4. Posters must be larger than or equal to 14 inches by 17 inches, and smaller than or equal to 36 inches by 36 inches.
 - a. Posters shall be neatly cut with straight edges.
 5. Only clear plastic tape will be used for posting.
 6. Posters will be spot taped only.
 7. Posters shall be posted on the outside of buildings only.
- 6.23 Posters may be posted on any tile surfaces with the exception of the Administration Building and the Library.
- 6.24 Removal of publicity shall occur:
1. If torn or defaced in any way.
 2. When not conforming to ASCC Publicity Code.
 3. By the registrant, along with clear plastic tape, twenty-four (24) hours following the event (excluding weekends and holidays).

- 6.25 All publicity written in a language other than English shall have an English translation printed of the same size and distributed or posted with the non-English copy.
- 6.26 Posting of publicity materials, such as posters and flyers, in the following areas is prohibited. These areas include:
1. Grounds, passes, and walkways.
 2. Glass, wood, painted, or finished surfaces.
 3. Trash cans, benches, trees, shrubbery, and landscaping.
 4. Inside classrooms or any building, lecture hall, or lab, and on interior walls, windows, and doors, except on designated non-academic bulletin boards.
 5. Exterior doors or windows of any building or structure.
 6. Stairways, stair railings, and elevators.
 7. Fixed poles, traffic control devices, guideposts, signposts, campus directional signs, or historical markers.
 8. Automobiles.
 9. College parking lots.
- 6.27 Students are cautioned that reproduction of copyrighted materials for distribution may constitute a violation of copyright law. Students copying and/or distributing such materials are responsible for taking adequate measures to ensure copyright violations do not occur.
- 6.30 **Registration of Publicity:**
- 6.31 All publicity for on-campus clubs, organizations and individuals shall be registered by the Director before it may be posted or distributed.
- 6.32 All publicity must be registered with the Director during their posted office hours.
- 6.33 Registration of Publicity shall entail the following:
1. Registrant reading of the Publicity Code.
 2. Registrant filling out activity request for event, if needed.
 3. Registrant filling out responsibility form.
 4. The Director shall review the publicity in question and verify that it conforms to the Publicity Code.
- 6.331 If the publicity is a poster, the Director will also stamp the publicity and indicate the date for removal on the publicity
- 6.332 If the publicity is a flyer, the Directors will stamp one flyer, put a date of expiration of approval on the flyer, and retain that copy for their files.
- 6.333 If publicity is a poster, registrant must return evidence of publicity removal, such as the stamp on the poster, to the box of the Director of Communications.
- 6.34 In order to meet the requirements of distribution of literature regulations, the following form is to be filled out by the student/group that is to distribute the material.

Responsibility for Distribution of Literature Form

Name: _____

Group represented (if any): _____

Reason for distribution of literature: _____

Student I.D. Number: _____ Advisor: _____

Date submitted: _____ Time Submitted: _____ Quantity: _____

Distribution Dates (mm/dd/yy): From: _____ To: _____

Contact phone number: _____ Contact email: _____

Flyers and posters expire once distribution dates have expired.

I, the undersigned, am fully aware of the Publicity Code and I understand that I will be held responsible for the clean-up of any litter caused by my publicity. Clean-up, including any flyers, should occur within twenty-four hours after the college event. I understand that I must return proof of publicity removal to the Director of Communications following the college event. Failure to do so can result in a hold of publicity registration. I also understand that I will be held responsible for any infractions of the Publicity code that I might make.

Signature

6.35 The Director may refuse to register publicity which is obscene, libelous, slanderous, advocates the use of dangerous drugs or alcohol; constitutes hate violence within the meaning of California Statutes of 1992, Chapter 1363; or any activity that would disrupt Cerritos College from performing its stated objectives as outlined in the California State Education Code and the Cerritos College Board of Trustees Regulations and Policies.

6.40 **Publicity Limitations:** The use of posters shall be limited as follows:

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| 6.41 | ASCC Ballot measures | 5 posters |
| | Senatorial Candidates | 5 posters * |
| | Senatorial Slates | 5 posters * |
| | Homecoming Court Candidates | 5 posters |
| | Homecoming Queen Candidates | 5 posters |
| | Club Recruitment | 5 posters |
| | Campus Club/Organization Events | 5 posters |
| | ASCC Presidential Candidates | 8 posters |
| | Student Trustee Elections | 5 posters |
| | ASCC Activities | 5 posters |

***No Senatorial Candidate shall have their name on more than five (5) posters.**

- 6.42 There shall be no limit to the number of flyers distributed.
- 6.43 A slate shall be defined as more than one candidate upon the same poster or flyer.
- 6.431 There shall be no slates for Homecoming Candidates.
- 6.432 Only the ASCC may post publicity with more than one candidate for Homecoming.
- 6.44 Each Homecoming Court Candidate shall be sponsored by only one organization.
- 6.50 **Penalties:**
- 6.51 Failure to comply with the Publicity Code shall result in:
1. **First Offense:** The Director of Communications shall remind the registrant and group represented of the rules and regulations, and tell the registrant to correct the problem within two (2) hours, unless told otherwise by the Director of Communications.
 2. **Second Offense:** A \$20 fee shall be assessed to the registrant. This fee shall be paid within forty-eight (48) hours, excluding weekends and holidays.
 3. **Any further offenses** shall lead to a progressive doubling of the \$20 fee, which shall be paid within forty-eight (48) hours, excluding weekends and holidays.
- 6.52 If a student or an organization fails to make remittance of a fee that was assessed, the ASCC Court shall take appropriate disciplinary action.
- 6.53 The Director of Communications must keep a public record of all offenses made.
- 6.531 This record will only be made available upon request.
- 6.54 At the beginning of each semester an organization will begin with no offenses on their record.
- 6.55 Any organization or entity found to be in non-compliance with the Publicity Code may appeal such finding to the ASCC Court. Such appeal must be made within 10 calendar days of the finding of non-compliance and determination by the ASCC Court will be final.