

Dalton State College

General Advertising Policy

All publicity and promotional material must be approved by the Office of Student Life. This includes on and off-campus events and activities that are sponsored by any campus offices, departments, or organizations (including but not limited to: fliers, painted banners, A-frames, notices, and posters). These forms of publicity must have the Office of Student Life stamp with approval signature before being posted.

All publicity and promotional material must have the name of the sponsoring organization or individual responsible for the event as well as the date of the event.

Publicity and promotional material should not contain words, images, or anything else that are meant to harass, demean, degrade, intimidate, or discriminate.

All materials must be submitted for approval at least **TWO WEEKS** in advance of the upcoming event.

No advertising for an event should take place until the event has been approved by the Office of Student Life, confirmation has been received on room reservations, and any money for food or items used for the event has been approved.

Fliers

1. Fliers will NOT be printed for by the Office of Student Life. It is up to the sponsoring individual/organization to handle their own printing.
2. Fliers that have been submitted for approval to the Office of Student Life will be ready for pick up on Fridays at noon.
3. Fliers not receiving prior approval from the Office of Student Life, will be removed.
4. Fliers will need to be picked up and posted in an approved location by the individual or organization.
5. Fliers promoting events or services NOT sponsored by Dalton State College may be posted only on the community bulletin board located in the Pope Student Center. These fliers do not need to bear the stamp of the Office of Student Life prior to posting.

Chalking

1. Chalk may be used in moderation on the uncovered sidewalk areas around the Student Center. This includes the area around the Quad as well as the walk way between the Pope Student Center and Memorial. These are the **ONLY** designated and approved areas for chalking.
2. The chalking must be located where it will wash off easily with rain.
3. Chalk may not be used on pillars of buildings, sides of buildings, or any other similar area.
4. "Paint chalk" is not to be used under any circumstances.

Organizations found guilty of chalk-abuse will be asked to clean the violated area and are subject to revocation of RSO privileges for a minimum of one complete semester. Individuals found guilty of chalk-abuse will be held to the standards set forth in the Student Code of Conduct.

Community Press

1. To submit a press release about your organization's upcoming event, you must first submit a copy of the document to the Office of Student Life for approval.
2. If you or any member of your organization are ever notified by the press that they will be attending your event or that they want to interview you about something related to your RSO, you must notify the Office of Student Life and the DSC Department of Marketing and Communication.

The Rock

1. Any Student, Student Organization, or Campus Member/Office may paint the Rock.
2. In you are an RSO, paint for the rock can be purchased through your RSO budget. As with other purchases, your RSO will need to price out your purchase and submit a purchase form through the Student Life webpage.
3. Only the Rock is allowed to be painted. Trees, grass, and mulch around the Rock are off limits.
4. Only spray paint may be used on the Rock, no other substances may be used.
5. Unless the Rock is advertising a specific event which includes a date, there is NO TIME LIMIT on how long someone must wait to repaint the Rock.
6. Only written or artistic free speech can be used at the Rock. Drawings and writings must be in good taste, non-offensive, and non-discriminatory. Please see the Office of Student Life if you require clarification prior to beginning.
7. Do NOT paint when it is windy. If necessary, use cardboard or something else to keep the paint from spreading with the wind.

Any property damage that results from painting the Rock will be the liability of the painter.

Poster Printer and A-Frames

1. Student Organizations may use the Poster Printer and/or the A-Frames to advertise for an upcoming event.
2. A-Frames are available on a first come, first served basis and can be reserved through the Office of Student Life.
3. Organizations wishing to have items printed from the Poster Printer or use the A-Frames must submit their art work at least TWO WEEKS prior to their event date by email to cmahan@daltonstate.edu.
4. All posters that have been submitted for approval to the Office of Student Life will be ready for pick up on Fridays at noon.
5. All Posters to be hung around campus will need to be picked up and posted by the individual or organization. Posters can be placed on the railing of staircases and balconies as well as sticky tacked to a wall. Banners and posters cannot be hung on glass doors and/or obstruct someone's view.
6. All Posters used in A-Frames will need to be picked up, put in to the A-Frames and posted by the individual or organization

7. If it begins to rain, the individual/organization who checked out the A-Frame(s) are responsible for bringing in the A-Frames immediately, and drying them if necessary.
8. Posters will be printed for RSO's for free. Any group, department, or individual that would like posters printed will be charged \$2.00 per copy. To have posters printed, please contact Carla Mahan at cmahan@daltonstate.edu.

Just like any other equipment check out, if the A-frames are lost, stolen, or damaged, you will be held accountable for the cost of replacing them.

Stall Wall

1. The Office of Student Life posts a weekly calendar of events in all student restrooms across campus.
 - a. If you would like to publicize on the Stall Wall you must submit a Stall Wall Request Form online at: http://www.daltonstate.edu/student-life/stall_wall_form.php.
 - b. Submitting materials does not guarantee you will be in the Stall Wall. There is limited space. Therefore, space in the Stall Wall is on a first come first served basis.

Online Advertising

1. The Office of Student Life can post information on the "Campus Announcements" section of DSConnect.
 - a. All info needs to be submitted at least two weeks in advance via email to cmahan@daltonstate.edu.
 - b. Please submit exactly what you would like the Campus Announcement to read as well as the subject line you want used.
 - c. Also include a contact person's name and email address in case any questions arise.
2. RSOs are free to utilize social media (Facebook, Twitter, etc.) to promote their activities.
 - a. If you would your information to be posted on the Student Life Facebook page, please submit the information to cmahan@daltonstate.edu for posting.
3. If you choose to create a page for your RSO, you must include the following disclaimer somewhere on the group's page: *"The page author or authors are solely responsible for the content, and the content does not necessarily reflect the views or mission of the College. Dalton State College does not accept responsibility for the content of sites accessible through the Internet, nor does it accept responsibility for the content of secondary links."*

Non-Registered or Hopeful RSOs

1. A student or group trying to become a new RSO or attain an advisor for an RSO, may advertise on the Stall Wall and/or Student Life social media outlets in order to gage interested participation.
2. Please fill out a Stall Wall submission form located under the "Forms" section on the Student Life Webpage or see Carla Mahan in the Office of Student Life for Social Media publication.