

## POLICY TITLE: ADVERTISING/UNDERWRITING POLICY

---

### I. Purpose

One of Lansing Community College's (the "College") strategic goals is "To forge partnerships which enrich our programs, services and community." The following draft Advertising/Underwriting policy relates to this goal and will provide additional resources for departments and programs.

### II. Scope

This policy applies to all advertising done by the College.

### III. General

Advertising: departments and programs at the College may accept advertising in exchange for fees or services. This includes the display of commercial logos or slogans at College sponsored events, or the inclusion of vendor advertising opportunities as a consideration in College purchasing practices. Departments/programs reserve the right to refuse any advertisement which reflects discrimination, or does not meet the standards observed by the College and its staff.

Underwriting: the College's non-commercial radio station will consider underwriting opportunities. The Federal Communications Commission (FCC) allows non-commercial educational radio stations to have businesses and organizations underwrite programming. However, there are some restrictions as to what can be said on the air in recognition of this support:

The FCC allows the mention of: business name; address; phone number; a general statement of the businesses products or services; the business or organization's 'slogan'. The FCC will not allow announcements that contain mention of special sales, specific items, comparisons to other products or qualitative statements.

#### ***Definitions:***

Advertising – the act of calling something to the attention of the public, especially by paid announcement.

Advertise – to call public attention to, especially by emphasizing desirable qualities so as to arouse a desire to buy or patronize.

Underwrite – to guarantee financial support of.

#### **IV. Responsibility**

The College's Vice President for Administrative Services and the Dean of Student Services are responsible for preparing procedures to implement this policy.