

I. Purpose

To establish standards for advertising and underwriting for and at the College.

II. Scope

This policy applies to all advertising done by or with the College.

III. General

A. Advertising

All advertising on behalf of or with the College must be approved by the Marketing Department. Approval exceptions are made for Human Resources advertising of positions for hire and all legal advertising. Advertising is a marketing communication that employs an openly sponsored message to promote or sell a product, service, or idea. This applies to external opportunities, as well as internal opportunities of departments and programs offering advertising to third-party sponsors in exchange for funding and/or in-kind promotion.

B. Underwriting

The College's non-commercial radio and television stations follow the rules and regulations of the Federal Communications Commission (FCC) in regard to underwriting. The term underwriting as used in this policy is defined as an announcement made on public broadcasting outlets in exchange for funding. Underwriting opportunities that meet FCC regulations are treated as a form of advertising and must also be approved by the Marketing Department.

IV. Responsibility

Responsibility for the interpretation and administration of this policy is delegated to the Senior Vice President of Business Operations or designee.

Adopted: 3/18/2002

Revised: 12/17/2018, 11/15/2021