



OKLAHOMA CITY COMMUNITY COLLEGE

TITLE: ADMINISTRATIVE PROCEDURE NO. 4035

OKLAHOMA CITY COMMUNITY COLLEGE STUDENT NEWSPAPER

The student newspaper provides a vehicle for student communication and expression. The newspaper undertakes coverage of student, College, community, and national events, and provides an important link between students and the various parts of the College community. The student newspaper also serves as an educational laboratory and an extracurricular activity for students.

Oklahoma City Community College acting through its Board of Regents and its administration is the official publisher of the student newspaper. The College President, as designated by the Board of Regents, assigns responsibility to College personnel for production of a student newspaper which adheres to adopted publication procedures and guidelines. The Student Newspaper Advisory Board shall monitor the operation of the student newspaper and shall, among its defined duties, recommend to the administration guidelines to safeguard constitutional protections afforded by the First and Fourteenth Amendments.

GUIDELINES

A. General

News reported in the student newspaper shall be reported accurately and objectively. Material submitted to the student newspaper or developed by the student newspaper staff shall be used or rejected by student editors, under the supervision of the faculty adviser, based upon the effect on, or general interest to, the College community. The Student Newspaper Advisory Board is responsible for recommending to the administration publication and editorial policies. Materials published in the student newspaper shall adhere to College policies, municipal ordinances, and the laws of the state and nation. Pursuant to Constitutional First and Fourteenth Amendment rights, material which would substantially interfere with the orderly functioning of the College shall not be published.

The student newspaper does not discriminate on the basis of race, color, national origin, sex, age, religion, disability, or veteran status in the application of its policies and guidelines.

B. Editorials

Editorials printed in the student newspaper shall be clearly labeled as such and shall be signed by the author. Editorials may be submitted by student newspaper staff members or by others at the request of the student editor. Space shall be made available in the editorial column to those who want to express differing points of view.

C. Letters to the Editor

Letters to the Editor must include the writer's name, address and phone number legibly printed and a signature for verification purposes. Identification shall be withheld if requested in writing by the letter's author. All letters to the editor shall be clearly labeled as such and may be edited to conform to style and space limitations.

D. Advertising

The student newspaper shall accept paid advertisements which conform to the following standards:

Oklahoma City Community College shall always strive to ensure that the advertising appearing on the pages of its publications serves the public, tells the truth about what is offered, makes good as promised, offers products or services that are not hazardous to public health or life, advertises and sells merchandise on its merits, avoids all tricky devices and schemes such as deceitful trade-in allowances, fictitious list prices, false and exaggerated comparative prices, bait advertising, misleading free offers, fake sales and similar practices which prey on human ignorance and gullibility. The student newspaper shall not knowingly accept advertising which violates city, state or federal laws.

It is the responsibility of the student editor, in conjunction with the other student staff and upon consultation with the faculty adviser, to determine whether advertisements submitted for publication meet the guidelines herein established. If the student editor is unable to make such a determination, he/she may request that the Student Newspaper Advisory Board meet and review the advertisement in question. The Student Newspaper Advisory Board shall then make a recommendation to the student editor as to whether the advertisement should be accepted or rejected and shall set forth the reasons for the recommendation.

The following are student newspaper advertising guidelines:

1. No advertisement shall be accepted if it is obscene, libelous, invasive of privacy, or disruptive to the orderly functioning of the College. Obscene material is material which contains depictions or descriptions of sexual conduct: 1) which are patently offensive; 2) which, if taken as a whole, have as the dominant theme an appeal to prurient interest, as found by the average person applying

- contemporary community standards; and 3) which, if taken as a whole, lack serious literary, artistic, educational, political, or scientific purposes or value.
2. Political advertising shall be accepted if it meets the conditions listed below:
 - a. All advertising for public office or any advertisement which is intended to influence the vote of any public official must have the name of the individual or organization placing the advertisement.
 - b. All political advertising must carry any information required by state and federal laws.
 - c. The original copy or layout sheet of each political advertisement must be signed by the individual contracting for the advertisement and cannot be returned to the advertiser.
 3. The Oklahoma City Community College student newspaper, as part of an institution devoted to higher education, shall not accept any advertising which encourages students to purchase reports and/or research materials done by others.
 4. The student newspaper shall not accept any advertising which requires the reader to send money to obtain further information on the product.
 5. The student newspaper shall not advertise products which encourage violation of city, state or federal laws and regulations. This includes, but is not limited to, drug paraphernalia.
 6. Advertising copy in foreign languages shall be accepted. However, a line-by-line translation in English must be submitted with the advertisement and shall be kept on file in the student newspaper office for the time the advertisement is published. Non-English advertisements shall include the statement in English, "A translation of this advertisement is available upon request in the student newspaper office."
 7. No photograph showing the likeness of an individual shall be used in an advertisement without the written consent of the person photographed. "Release of Liability" forms should be attached to the insertion order, and
 8. Furthermore, advertising shall not be solicited as donations to or evidence of support for Oklahoma City Community College.

Effective: 04-07-1995