

**LOS ANGELES COMMUNITY COLLEGES
OFFICE OF THE CHANCELLOR
ADMINISTRATIVE REGULATIONS**

INDEX NUMBER C-2

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1. It is the policy of the Los Angeles College District that citizens of the District “have the right to be informed concerning the philosophy, functions, activities, organizational programs and events of the District.” (Board Rules Chapter V, Article I, 5100)
2. It shall be the practice of the Los Angeles Community College District, as a tax-supported public educational system, to explore and utilize all informational and promotional avenues available free of charge, including newspaper editorial space, radio and television public service announcement, and free space on bill boards, buses, etc.
3. Paid advertising in any medium shall be considered only when all other avenues for obtaining the necessary publicity have been explored and deemed to be insufficient by the College President for any single college’s activities, or by the Chancellor or Deputy Chancellor for multi-campus or Districtwide activities.
 - a. Such paid advertising shall be restricted to informing the public of specific programs, courses, services, special events and/or activities.
 - b. All paid institutional-type advertising (name identification only) shall be prohibited.
4. In instances where it is deemed necessary to purchase paid advertising, the media selection, copy, graphics, and purchase requisition shall first be approved by the College President or Vice President of Administrative Services at the college level. Multi-campus and Districtwide advertising shall be approved by the Chancellor or Deputy Chancellor or their designees at the District level.
5. Exceptions to this regulation shall be:
 - a. Paid advertising for recruitment of personnel.
 - b. Paid advertising for legal notices.
6. Advertising purchased with other than District Funds must carry a statement identifying the source of the funds.