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Approved: John J. "Ski" Sygielski Date: Feb. 28, 2008	

Advertising Policy

1.0 Purpose

To provide procedures that ensure that all advertising is produced and written to attract attention, elicit a positive response, enhance the image of the College and educate the public in ways that will increase enrollment and support of the College.

Please note that the advertising, publication and public information policies maintained by the Office of College Advancement contain guidelines and information that apply to all three policies.

2.0 Revision History

This is a revision to a policy that has been in effect since 2005.

3.0 Applicability

This policy applies to all LFCC employees and units and all LFCC student organizations.

4.0 Policy

To the extent possible, all advertising should be planned and purchased as part of the College's annual advertising plan. This results in savings of time and money and consistency of message. Only programs, services and events that directly impact the College's financial bottom line, i.e., that generate revenue, will be publicized with paid advertising. All other College events will be publicized through news releases, public service announcements, newsletters, posters and/or other means at the discretion of the Office of College Advancement.

All advertising, other than classified ads (approved by Human Resources or Purchasing) and student organization ads (approved by Student Life), will be created and placed by the Office of College Advancement. This ensures that all advertising meets the College's guidelines for accuracy, clarity, correct use of

English, quality of design and consistency with College graphic standards and style.

When developing advertising, it is important to remember the following rules as outlined by the Federal Trade Commission Act:

- advertising must be truthful and non-deceptive
- advertisers must have evidence to back up their claims
- advertisements cannot be unfair

5.0 Definitions

Advertising may include placing ads in print, electronic and broadcast media. Examples include newspapers, magazines, specialty publications, Web sites and radio and television stations.

An example of advertising for an appropriate revenue-generating event would be the annual dinner theater production presented by the Fine and Performing Arts Club. Tickets are sold for this event, so revenue is generated.

An example of advertising for a nonrevenue-generating event would be the Fairfax Follies, which is a free event and not a fundraising event. In this case, paid advertising is not allowed, and free promotional tactics such as news releases and public service announcements would be appropriate and coordinated through the Office of College Advancement.

6.0 Responsibilities

To request an advertisement for a revenue-generating event or service, a completed Advertising Request Form must be submitted to the director of public relations and marketing. The form is available on the intranet.

All advertising will be placed by the Office of College Advancement. Those requesting advertising should not contact the media.

Electronic copies of all advertisements will be stored on the Office of College Advancement shared computer drive. Only the most recent version of an advertisement should be kept on this drive.

A number of items are required in College ads. They are as follows:

- Ads must contain contact information such as department name, a telephone number to call for more information and the College's Web address.
- Recruitment ads need to have the College logo and nondiscrimination statement, which is documented in the LFCC Communication and Style Guide document. The logo and nondiscrimination statement are usually placed at the bottom of ads. The LFCC logo needs to be used without alterations.
- Design features of College ads include (use as many as are appropriate for size of ad):
 - A prominent headline that attracts attention.

- A “call to action” that prompts the reader.
- An uncluttered overall appearance (ample white space). White space—more than any other design feature—will induce readers to notice and read the ad.
- Photograph of a person or persons against a white background. Note that stock photographs are not to be used in LFCC advertisements.
- The College's logo and nondiscrimination statement near the bottom of ads.

The following items are prohibited in College ads. They are as follows:

- Stock photographs (generic images purchased from professional photographers) and clip art (exceptions to stock photographs and clip art will be made only when no other photograph is available or appropriate)
- Cropped and color corrected photography is allowed. However distorted, blurred and/or manipulated photographs are unethical and therefore forbidden.
- Per Virginia Community College System policy, “Each college is prohibited from using public funds for the development, preparation, dissemination or presentation of any material intended or designed to induce students to attend by exaggerating or extolling the college’s virtues, faculty, students, facilities or programs through the use of hyperbole. Artwork and photographs which exaggerate or extol rather than supplement or complement permissible information are prohibited.”

7.0 Procedures

Please refer to the advertising request form for the procedures. It is available on the intranet.

8.0 Sanctions

Individuals who fail to comply with the terms of this policy may be subject to appropriate administrative review and/or action.

9.0 Interpretation

Authority for interpretation of this policy rests with the vice president of college advancement, director of public relations and marketing and public relations specialist.

10.0 Authority/Reference

The Office of College Advancement staff developed this policy based on such policies as the Civil Rights Compliance guidelines provided by the Virginia Community College System and information from the Federal Trade Commission Act.