

Electronic Message Board Policy

Athletics/Hughes Stadium

- The Sacramento City College employee chosen to program the electronic message board during games or events in Hughes Stadium must be approved by the college president and the dean of athletics and must be trained by computer services or a designated campus representative. One other person may be trained as a backup, but must also be approved by the college president and dean of athletics.

- The electronic message board operator or approved designee agrees to read the Electronic Message Board Policy and abide by it.

- Public service announcements or electronic messages promoting Pepsi, alcohol, tobacco, drugs or any other controversial topics are strictly prohibited. Questions concerning the appropriateness of a message should be referred to the public information officer.

- The public information office must be consulted before including the use of the electronic message board or public service announcements in contracts. Before the contract is signed, the public information office should be notified in writing what the message will say. All contract policies, including when and how often the message is communicated, shall be agreed upon by the dean of athletics and the public information officer.

- Requests to approve electronic messages or public service announcements not included in contracts must be made in writing, preferably email, to the public information officer at least one week prior to the date the message is scheduled to be posted or announced.

- The public information office should receive a schedule of events for Hughes Stadium that includes the dates and times and when an electronic message board operator will be present.

- The public information office will preprogram institutional messages that highlight upcoming events and achievements of the college community. The public information officer will communicate the content of these messages to the electronic message board operator at least one week prior to the event. The public information office welcomes requests from the campus community to be posted on the Sutterville Road or the Hughes Stadium side of the electronic message board. Requests should be made no later than two weeks prior to the event for the Hughes Stadium side. [see Electronic Message Board Procedures for Sutterville Road]