

3.3.5. OFTC LED Signs Procedure

Oconee Fall Line Technical College (OFTC) provides two LED (or electronic) message signs for communication of information to the community within the framework of the College's mission of education and public service. All messages should clearly support and advance this mission.

Prospective users are encouraged to use a variety of communications media for announcements rather than relying solely on the LED signs. Users are also cautioned that the College offers no guarantee with respect to the appearance of any message on the sign.

Sign Locations

- North Campus in Sandersville, Corner of Deepstep Road and Fall Line Freeway
- South Campus in Dublin, Entrance

Submissions

1. Priority will be given to events that have academic applications or that support the College's strategic plan (such as recruitment messages).
2. The electronic signs are available for college related announcements, and when space is available, organizations hosting an event at the local campus.
3. Each message will appear for not more than seven consecutive days. Only one message per event should be submitted.
4. Messages should be related to the OFTC campus where the sign is located.
5. The number of messages that can appear on the sign at any given time are limited, and precedence will be determined by the Office of Marketing & Public Relations.
6. Appearance of messages is subject to constraints of priorities, as well as electronic and mechanical limitations.
7. Messages may be edited for conciseness, clarity, and conformity to the requirements of the medium.
8. Messages are prohibited for:
 - Exclusive or invitation-only events (those not open to the public or student body)
 - Commercial advertisers promoting any commercial goods or service
 - Community, school or civic groups that are not hosting an event at the local campus
 - College endorsement or approval of any goods or services
 - Promotion of alcoholic beverages and tobacco products
 - Promotion of candidates in any campus election, primary election, or general election
 - Promotion of political, factional, or religious viewpoints
 - Promotion of messages that violate the College's non-discrimination policy

- Personal requests or events, i.e., birthdays, engagements, weddings, etc.

Adopted: April 16, 2012

Reviewed: February 28, 2013; February 24, 2014; March 19, 2015; March 17, 2016; March 23, 2017

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