

Book	Policy Manual
Section	900 Community
Title	Advertising in Schools
Code	913.1
Status	First Reading

Purpose

The purpose of this policy is to balance the Board's commitment to educational integrity and quality with the acceptance of financial support through permitted commercial advertisements, both written and oral on designated school premises, facilities, and event programs and publications distributed or announced to the school community and the public in connection with school-sponsored or affiliated activities. In doing so, the Board will make a conscious and consistent effort to ensure that the Board's commitment to the district's educational mission is not compromised.

Authority

No portion of the School property or premises shall be used for commercial advertising purposes without the express approval of the Board on a case-by-case basis. The school property subject to this policy includes all inside and outside district-owned building structures, perimeter fences, and athletic field fixtures such as scoreboards, press boxes, dugouts, and other premises as designated by the Board in its sole discretion, the district's official website, and all other websites maintained (hereinafter collectively the "designated premises"). The term "designated premises" shall also include any announcements or publications, such as a program or flyer, or any object, such as a trophy, plaque, jacket, t-shirt, or sporting equipment, distributed to any person attending an event occurring on district property, whether conducted directly by the district or by an affiliated entity such as a booster group or parent group (e.g. PTA). The advertising spaces on these designated premises are declared to be nonpublic which are limited to commercial advertisements of businesses and/or organizations which are in conformity with this Board policy for the purpose of generating revenue for the district or revenue for an organization which benefits the students of the district. The overall goal is to achieve additional revenue to support district programs in a manner that limits commercial advertisements to areas such as locations of major athletic and activity events such as stadiums, athletic fields, tracks, and gymnasiums, as well as the district's official website and any related official websites for district programs. It is also the intent of this policy to regulate the advertising content of public announcements, printed programs, publications, and other literature and objects distributed at and in connection with such events.

Guidelines

Any businesses and/or organization sponsor wishing to place an advertisement on designated premises in accordance with this policy must submit a written application which depicts the proposed advertisement. After reviewing an application, administration may enter into discussions with the proposed sponsor concerning the location and size of the permitted advertisement and the terms of a written contract, which shall be in a form acceptable to the district's solicitor. The Board shall approve any contract for advertising on designated premises, and the Board shall periodically approve a schedule of fees for advertising agreements.

Any organization sponsoring or participating in an event must submit to building administration in a timely manner a draft of any announcement, program, publication, literature or printed object which contains advertisements or other solicitations in order to receive prior approval for distribution at any related event.

Use of the name, nickname, and/or logo of the district in any advertisement is not permitted without the approval of the Board on a case-by-case basis.

Any approved advertising on district designated premises must be consistent with the district's educational mission and goals, promote a responsible and healthy lifestyle and be consistent with community values.

Under special circumstances, groups wanting to advertise to raise funds for uniforms or similar articles, specific equipment, or a major capital improvement project in the district, must request and receive board approval prior to entering into an advertising agreement.

Accordingly, for an advertisement to be approved, it must comply with all required restrictions of the Board which shall include, but not be limited to the following:

1. It must not create a material or substantial disruption to school operations.
2. It must not attack ethnic, racial, or religious groups.
3. It must not discriminate, demean, harass or ridicule any person or group of persons.
4. It must not be libelous.
5. It must not promote hostility, disorder or violence.
6. It must not be contrary to the district's educational mission or goals or be inconsistent with community values.
7. It must not promote, favor or oppose any political party/candidate or any person up for election, adoption of any bond issue or any public questions submitted at any general, county, municipal or school election.
8. Political signs may not be displayed on any district building and grounds including, but not limited to, athletic fixtures such as scoreboards, press boxes, fences, tracks, fields, and gymnasiums.
9. It must not promote any religious or political organization or ideology.
10. It must not be obscene, pornographic or sexually explicit as defined by prevailing community standards throughout the district.
11. It must not promote the sale or use of drugs, alcohol, tobacco, nicotine, nicotine delivery, product, or firearms, weapons, or ammunition.
12. It must not use any district or school logo without prior approval.
13. It must not reflect poorly or negatively on the school district or community as determined by the school district in its sole discretion.
14. Signs may be posted only at locations approved by the district, all signage must conform to specifications established by the school district, including, but not limited to, the material composition size and appearance.
15. Signs shall be authorized for specific durations. The district may limit the period of time during the year when advertising signs may be posted. If the signs are not removed in a timely manner by the advertisers, the district will remove the signs at the advertisers expense.
16. The school district may limit the total number of signs that may be erected at any one time or place, so as to minimize distractions for facility users, for aesthetics, or for any other reason at the discretion of the school district. The advertiser shall be fully and exclusively responsible for all costs and expenses associated with the procurement, erection, maintenance, and removal of the signs. Installation must be performed by District Personnel to be paid by The Advertiser at the hourly rate in force of the time of work. Any maintenance, repair or removal of an improved sign should be subject to the discretion and supervision of the school district. All signs must be maintained in good condition meaning standards as determined by the school district. If any sign becomes damaged or requires repair for any reason, it should be the sole and exclusive responsibility of the District to repair or remove it.
17. The Advertiser shall be responsible to assure that the advertising sign complies with applicable Municipal codes and regulations, and to obtain and pay for any applicable government fees.
18. The Advertiser shall indemnify and hold the school district harmless from any claims, including those for bodily injury and intellectual property right infringement, arising out of the erection, maintenance, and removal of the advertiser sign on District property.
19. Advertising fees shall be subject to the approval of the board. All proceeds from the sale of advertising the district's facilities shall be to the benefit of the district.
20. Advertisements permitted in District facilities do not represent the district's endorsement or approval of the matters presented in the advertisements, and advertisement may be required to include a statement to that effect in the advertisement.
21. All advertising through the district's website shall comply with the term of this policy. Advertisements, including the vendor and content, shall be subject to prior review and approval by the superintendent or designee. There should be no interactive features in advertisements made available on the district website.

Delegation of Responsibility

It is the responsibility of the Superintendent or designee to:

1. Establish specifications for signs authorized by this policy, including those regulating the material, size and composition of such signs.

2. Establish guidelines for the number and location of signs that may be posted on the district's designated premises.
3. Evaluate and approve or disapprove all requirements involving requests for advertisement consistent with this policy.
4. Negotiate with prospective advertisers concerning proposals for fees for advertising, and the size, location, and content of advertisements, and seek Board approval of the guidelines resulting from these negotiations and all contracts with advertisers.
5. Refer to the Board all situations which require Board approval under this policy.

