

SECTION 700 – COMMUNITY RELATIONS

ADVERTISING

POLICY 704

ARTICLE 1 GENERAL PROVISIONS AND BOARD INTENT

- A. Advertising, within the parameters and constraints stated in this policy, is supported by the Board of Education. The term “advertising” means any public notice, announcement, printed material, picture or signage designed to promote an activity, product or business.
- B. Advertising at school activities, on School District property, in School District facilities, or on School District buses or other District vehicles shall be in keeping with the contemporary standards of good taste and shall seek to model and promote positive values for the students of the District. The Board of Education shall be the final authority in determining whether or not an advertisement meets these standards and the requirements of Paragraph C (below).
- C. No advertising shall be permitted that promotes any public or private action, behavior or product which, if done or used by a staff member or student, would be a violation of Board of Education Policy, State statute or regulation, or Federal statute or regulation. Advertising prohibitions include, but are not limited to, the following:
 - 1. Promoting hostility, disorder, violence or attacks on any person or group of persons;
 - 2. Promoting discrimination including, but not limited to, demeaning, harassing, or ridiculing any person or group of persons on the basis of race, color, national origin, religion, sex (which includes marital status), age, disability, ancestry, creed, or sexual orientation;
 - 3. Libelous statements or information;
 - 4. Promoting, favoring or opposing the candidacy of any candidate for election, adoption of any bond or budget issues or any public question submitted at any general county, municipal or school election;
 - 5. Promoting any political or religious organization;
 - 6. Being obscene or pornographic as defined by prevailing community standards throughout the District;
 - 7. Promoting the use of alcohol, tobacco or firearms;
 - 8. Promoting products that are contrary to the District’s wellness practices for staff and students including healthful eating and good nutrition.
 - 9. Promoting behaviors that violate the Student Conduct Code;
 - 10. Inhibiting the functioning of the school and /or School District;
 - 11. Overriding the School District or School District identity.

ARTICLE 2 REVENUE ENHANCEMENT

- A. Revenue enhancement through a variety of advertising and marketing activities, including but not limited to, corporate sponsorships and promotion of businesses through banners, signage and products is supported by the Board of Education subject to the provisions listed in Article 1, Paragraph B and Paragraph C.
- B. A written agreement between the Board of Education and the business/corporation shall be completed. Such agreement shall describe the nature and form of advertisement, the time duration for which the advertisement is approved, location(s) for the advertisement, and the amount of revenue the District will derive. The Board of Education shall appoint two members to act as its agents for approving advertising agreements. Approved agreements shall be presented to the Board at the next regularly scheduled meeting for information.

References:

Adopted: 06/02/08; Revised 03/09/09

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- A. When advertising agreements are presented for information, the Board of Education shall determine the use/allocation of the revenue that is generated.
- B. Opportunities for advertising/marketing activities include but are not limited to:
 - 1. Fixed signage
 - 2. Banners
 - 3. Athletic facilities and or uniforms
 - 4. District level projects
 - 5. Coupons; coupon book sales
 - 6. Expanded use of facilities beyond traditional use (ie. Concerts, rallies, etc.)
 - 7. Interior and exterior of school district buses
 - 8. Advertisements on School District web pages.
- C. All sponsorship contracts will allow the District to terminate the contract at will with a pro rata or otherwise refund of advertisement dollars on an annual basis if it is determined that it is not meeting the requirements of Article 1, Paragraph B and/or Paragraph C.

ARTICLE 3 ADVERTISING BY NON-PROFIT ORGANIZATIONS

- A. Non-Profit organizations may advertise an event or activity on school grounds with the approval of the Principal who shall assure that such advertisement meets the requirements as specified in Article 1 of this Policy. No fee will be charged for non-profit advertising.
- B. Non-Profit organizations may promote membership through brochures and pamphlets placed at a designated location within schools with the approval of the Principal who shall assure that such advertisement meets the requirements as specified in Article 1 of this Policy. No fee will be charged for membership promotion.

ARTICLE 4 ADVERTISING BASED ON A DONATION/GIFT

- A. Donations and gifts received from business, corporations, non-profit agencies, or individuals may be acknowledged through advertisements on behalf of the donor. Such advertisement may be directly associated with a “thank you” or may be in the form of a sign or banner. (See Policy 150, Article 2.) Principals, the Superintendent, or the Board of Education may accept donations for a school or the School District.

ARTICLE 5 ADVERTISING FOR SCHOOL FUND RAISING

- A. School fundraising shall be managed by the Principal of each individual school and the corresponding fund-raising organization (i.e. PTA, PTO, Booster Clubs, Book Clubs, etc.). Such fundraising must adhere to the standards and requirements set forth in Article 1 of this Policy.

References:

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