

ADVERTISING

I. PURPOSE

The purpose of this policy is to provide guidelines for the advertising or promoting of products or services to students and parents in the schools and includes all electronic communication including District websites, computers, and broadcast media.

II. GENERAL STATEMENT OF POLICY

- A. It is the school district's policy that the name, facilities, staff, students, or any part of the school district shall not be used for advertising or promoting the interests of a commercial or nonprofit agency or organization except as set forth below.
- B. The time, place and manner of advertising will be solely within the discretion of the School Board, or their designee, consistent with the provisions of this policy.

III. DEFINITIONS

- A. "Advertising" means print, electronic or digital communications practices by a commercial or nonprofit agency or organization aimed at persuading audiences to purchase products and/or services, or adopt a particular point of view. Advertising includes, but is not limited to text and images placed in district publications, exclusive agreements or contracts, sponsorship of school programs, fundraising and incentive programs, appropriation of space on school district property and facilities and sponsorship of supplemental educational material.

IV. ADVERTISING GUIDELINES

A. Publication

School publications, including publications such as programs and calendars, may accept and publish paid advertising provided they receive advance approval from the appropriate administrator. In no instance shall publications accept advertising or advertising images for alcohol, tobacco, drugs, drug paraphernalia, weapons, or obscene, pornographic or illegal materials. Advertising may not exceed 33% of the printed space in publications.

B. Facilities and Property

The school board may approve advertising in school district facilities or on school district property. Any approval will state precisely where such advertising may be placed and will be limited to areas that are used for extra-curricular activities where the public may be present. Advertising will not be allowed outside the specific area approved by the school board. Specific advertising must be approved by the superintendent or designee.

- C. Any advertisement may be rejected by the school district if determined to be inconsistent with the educational objectives of the school district or inappropriate for inclusion in the publication. They may also be rejected if they could cause a disruption to the educational process. For example, advertisements may be rejected if determined to be false, misleading, or deceptive, or if they relate to an illegal activity or antisocial behavior. The Superintendent is responsible for screening all such advertising for appropriateness, including compliance with the school district policy prohibiting sexual, racial, and religious harassment.
- D. Donations of \$500.00 or more which include or carry advertisements must be approved by the school board.
- E. The school district or a school may acknowledge a donation it has received from an organization by displaying a “donated by,” “sponsored in part by,” or a similar by-line with the organization’s name and/or symbol on the item. Examples include activity programs or yearbooks.
- F. Nonprofit entities and organizations may be allowed to use the school district name or facilities for purposes of advertising or promotion if the purpose is determined to be educationally related and prior approval is obtained from the Superintendent or designee.
- G. Contracts for computers or related equipment or services that require advertising to be disseminated to students will not be entered into or permitted unless done pursuant to and in accordance with state law.
- H. The inclusion of advertisements in school district publications, in school district facilities, or on school district property does not constitute approval and/or endorsement of any product, service, organization, or activity. Approved advertisements will not imply or declare such approval or endorsement.
- I. Advertisements on any District maintained website may not electronically link to any outside site.
- J. Any organization renting school facilities will be expected to follow this policy.
- K. Under no circumstances will the District enter an agreement allowing exclusive advertising rights, or the sale of advertising rights, to one business or one individual.

- L. When students wish to present materials to their classmates, from a civic, community, or service organization that they belong to, they must present the publication to their building principal. If the publication meets specifications to all other district policies, state statutes, and federal law, the building principal will provide a sticker that clearly states that the publication is from the student, not the school district.

IV. ACCOUNTING

Advertising revenues must be accounted for and reported in compliance with UFARS. An annual report shall be made to the school board by the superintendent regarding the scope and amount of such revenues.

Adopted: 05/21/12

Reviewed: 12/07/15

Revised: 01/06/20