

**Advertising and
Public Recognition
Guidelines**

Advertising and public recognition subject matter, form, size, wording, illustration and typography will be subject to the approval of the Superintendent or designee. The Superintendent or designee will have the right to reject or omit any advertisement or public recognition that, at his or her sole discretion, is considered unsuitable for any reason or contrary to the policies of the District as follows:

1. For purpose of this regulation, “advertisement” is defined as a communication designed to attract attention or patronage by the public or school community and communicated through means under the control of the District in exchange for consideration to the District.
2. For purpose of this regulation, “public recognition” is defined as public recognition of donors or sponsors who have made contributions, financial or otherwise, to the District or school support organizations.
3. All advertisements or public recognitions must be submitted to the Superintendent or designee in accordance with these administrative regulations.
4. Neither advertisements nor public recognitions include athletic sponsorships, and as such, this regulation does not govern athletic sponsorships.
5. By this regulation, the Superintendent hereby designates campus principals to make decisions regarding advertisements and/or public recognitions for their individual campuses. Campus principals’ decisions shall still be subject to the Superintendent’s review.

**Approval
Procedures**

1. Using the standards found in this regulation, the Superintendent or designee will approve or reject the submitted advertisement or public recognition within ten school days of the time the advertisement was received.
2. The design, layout, configuration, and content of all advertisements or public recognitions will be subject to the approval of the Superintendent or designee.
3. The entity will have ten days following receipt of the Superintendent or designee’s notice within which to submit an acceptable advertisement or public recognition to the Superintendent or designee, unless a greater period of time is agreed upon between the Superintendent or designee and the entity.

4. If the entity fails to submit an acceptable advertisement or public recognition within the foregoing time limitations, the District will not be liable for the refusal or failure to display the proposed advertisement or public recognition.
5. All advertisements or public recognitions will be reasonably consistent with the theme of the forum and the District.
6. If accepted, the Superintendent or designee shall designate each advertisement or public recognition as “short-term” or “long-term.” “Short-term” advertisements or public recognitions are those that are limited to a specific event, and shall be removed or taken down within a reasonable time period after that event is over. “Long-term” advertisements or public recognitions are those that are intended to remain for twelve (12) weeks or the remainder of the current semester, whichever is longer.

Standards for Approval

The Superintendent or designee shall establish reasonable location restrictions as to where advertisements and public recognitions, and in particular signs and banners, may be placed on their individual campuses. Advertisers and/or donors do not have a right to place advertisements or public recognition at a location of their own choosing. The Superintendent or designee shall comply with any local ordinance or rule that governs exterior signage.

1. All advertisements and public recognitions must be of an appropriate technical quality, to be determined by the Superintendent or designee. If at any time the advertisement or public recognition falls below the appropriate level of technical quality, at the sole discretion of the Superintendent or designee, because the advertisement or public recognition has become outdated, worn, faded, or the like, the Superintendent or designee reserves the right to remove the advertisement or public recognition, or notify the entity that it needs to replace it or remove it altogether.
2. An advertisement or public recognition will not be approved if:
 - a. The advertisement or public recognition is inappropriate in a school setting for a school audience, taking into consideration the age of the students served by the particular school.
 - b. The advertisement or public recognition is obscene or vulgar.

- c. The advertisement or public recognition endorses actions endangering the health or safety of the public.
- d. The advertisement or public recognition promotes use of or is widely known to be associated with alcohol, cigarettes or other tobacco products, illegal drugs, or other controlled substances.
- e. The advertisement or public recognition would violate the intellectual property rights, privacy rights, or other rights of another person.
- f. The advertisement or public recognition contains defamatory statements about public figures or others.
- g. The advertisement or public recognition advocates imminent lawless or disruptive action and is likely to incite or produce such action.
- h. The advertisement or public recognition scurrilously attacks ethnic, religious, or racial groups or contains content aimed at creating hostility and violence and would materially and substantially interfere with the rights of others.
- i. There is reasonable cause to believe that the advertisement or public recognition would result in material and substantial interference with the rights of others.
- j. The advertisement or public recognition is political, including advertising for or against political candidates, or for or against political propositions and/or referendums.
- k. The advertisement or public recognition is for adult entertainment or sexually oriented businesses of any sort.
- l. The advertisement or public recognition adds to the District's administrative burden by exposing the District to complaints, controversy, or litigation.

[See GKB(LOCAL)]

Appeals

Decisions made by the administration in accordance with the regulation may be appealed in accordance with the appropriate District complaint policy. [See GF]

Contractual Agreement

The Superintendent or designee will develop, implement, and execute a general contract agreement template for advertisers, which will include pricing that may be subject to change. All individual contracts are subject to review and approval by the District's Legal Services Department.

Default of Contract The District reserves the right to unilaterally terminate an advertisement contract at any time upon default by the advertiser in paying advertising invoices submitted by the District or if the advertiser uses unapproved advertisements.