

**Administrative Procedures for Policy #1047 (Administration) of the Board of Education Regarding
Display and Distribution of Materials**

I. Definitions

A. Types of Advertising

1. Display Advertising – The display of a message, logo, website address, phone number, address or photograph of an individual, service, or product on school property, for distribution to students, parents or employees, or in an official school communication in return for a fee, service, or other consideration.
2. Print advertising – Advertisements that are designed to appear in publications such as yearbooks, programs for athletic and performance events, school newspapers and newsletters, and any other printed materials designed for distribution to students and/or their families paid for by outside individuals, students, staff, parents, or any other of the type of outside agency.
3. Semi-permanent advertising – Advertisements which are easily removed such as banners, painted advertisements on structures such as trailers and buildings, notices on school marquees, etc.
4. Electronic Advertising – Broadcast that takes advantage of electronic technology. They may include television, radio, Internet, websites, fax, CD-ROMs, DVD, and any other medium that requires electricity or digital encoding of information used for the purpose of advertising.
5. Permanent advertising – Signs held up by posts, billboards, scoreboards.
6. Naming Rights – The alteration or assigning of the name of a school or school facility at the behest of the donor.

B. Types of contributors, sponsors, or advertisers

1. Ancillary school organizations – Organizations which are specifically designed to support the school system, individual schools, curricular offerings, co-curricular programs and/or extracurricular programs. These organizations may include but are not limited to booster clubs and parent/teacher organizations.
2. Outside entities – Individuals, profit and non-profit agencies, companies, corporations or organizations not affiliated with Calvert County Public Schools.
3. School sponsored organizations – Organizations or clubs which are directly sponsored by an individual school or the school system. These include, but are not limited to, clubs, honor societies, and class councils.

C. Other definitions

1. Advertising/Sign Committee – A committee made up of the Superintendent or designee, the Director of Student Services or designee, the Director of School Facilities or designee, and principals or any other individual as assigned by the Superintendent or his/her designee.
2. Appropriate content – Content which is age appropriate; is not lewd, obscene, vulgar, or violent; is not of a sexual nature and does not contain sexual overtones; does not contain offensive messages which are disparaging regarding race, color, religion, sex, age, national origin, familial status, marital status, physical or mental disability, or sexual orientation; and/or does not include messages that directly encourage the use of alcohol, tobacco, drugs, drug paraphernalia, weapons; or pornographic or illegal materials or activities.
3. Erect – To construct, build, raise, assemble, place, affix, attach, create, paint, draw, or in any other way bring into being or establish. This does not include any aforementioned activity performed only as an incident to a change of a message or the customary maintenance or repair of an outdoor sign or outdoor sign structure.
4. Outdoor sign – Any outdoor sign, display, light, structure, figure, painting, drawing, message, plaque, placard, poster, billboard, device, or other object that is designed, intended, or used to advertise or inform the traveling public; and is located outside of a building and on CCPS property.
5. Portable signs – Signs which are not attached to the ground in any way and stand on their own, e.g. A-frame or saw-horse design
6. Property – Any vehicle, building or grounds owned by Calvert County Public Schools.

II. General Guidelines:

- A. Any use of a commercial product and/or service, or the acceptance of advertising, does not constitute an endorsement of those products/ services by the Board of education, the Calvert County Public Schools, any individual school, or any school sponsored organization.
- B. The sale of naming rights for schools will not be permitted unless approved by the Board of Education.
- C. All advertising, regardless of form, must meet the standards of appropriate content and must meet all state and local policies, laws, regulations and ordinances.
- D. Any outdoor sign requiring a state, county, or incorporated town permit must be issued permits prior to the erection of the sign.
- E. No permanent or semi-permanent advertising may be located along any road or driveway adjacent to school or school system properties.
- F. Prior to being erected, all outdoor signs which are visible from a state, county or CCPS road must be approved in writing by the Superintendent or his/her designee. The Advertising/Sign Committee may serve as the Superintendent's designee.

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- G. All outdoor signs must be in compliance with CCPS Policy 1047 Regarding Display and Distribution of Materials.
- H. Prior to installing any outdoor signposts or stakes, the proposed location must be approved by the Director of School Facilities or his/her designee. Installations may require a utility check prior to proceeding as determined by the Director of School Facilities.
- I. The Director of School Facilities may work with each building administrator or principal to identify safe and appropriate outdoor sign locations.
- J. The impact on the safety of vehicles and pedestrians on or adjacent to school property will be considered prior to granting approval for the erection of any outdoor sign.
- K. Outdoor signs which are affixed on fences on CCPS property may not face adjacent state or county roads.
- L. Temporary political signs no larger than 18 inches by 24 inches may be put on school property when that school is being used as a polling place. These political signs may be put up after 8:00 p.m. on the evening before a Primary or General Election and must be removed within two hours of the close of voting as determined by the Calvert County Board of Elections.
- M. All decisions regarding advertising will be made in the context of the standards for advertisements as described below:
 - 1. Within the guidelines of this procedure, advertisements that:
 - a. Enhance the financial resources available to a school or the school system for programs that benefit students through contribution in the form of monetary donations, equipment, materials, services and/or capital items will be permitted;
 - b. Foster educational partnerships with outside entities will be permitted; or
 - c. Are placed in the publications of school, school-sponsored organizations, or ancillary school organizations will be permitted.

III. Advertising/Display of Outdoor Signs Governed at the Building/Facility Level

- A. Each school principal will establish a school-based process to govern at the school or building level.
 - 1. Permanent, semi-permanent and/or portable signs promoting school activities and/or performances which do not mention outside entities; and are not excluded by IV. A. of this procedure.
- B. Each principal, building administrator, or his/her designee, will establish guidelines delineating an application, review, and decision-making process for outdoor signs governed at the building level. In addition, the principal or building administrator may establish rules regarding the size, location and the display duration of any outdoor sign erected on that property.

- C. The principal, building administrator or his/her designee will issue written permission for any sign approved at the school/building level.
 - D. The approval of any print advertising for publication in school, school-sponsored organization or ancillary school organization publications.
 - E. The approval of materials which make no mention of outside entities and which are designed to promote school events, activities and performances. If the promotion involves any permanent or semi-permanent outdoor sign, the outdoor sign must comply with all CCPS policies, and state and county regulations governing signage.
 - F. Decisions made by the principal, building administrator, or his/her designee may be appealed to the Advertising/Sign Committee.
- IV. Advertising governed centrally
- A. Governed centrally by CCPS are:
 - 1. Marquees, scoreboards and other permanent structures that are affixed to the ground in a manner that makes them difficult to remove;
 - 2. Any outdoor sign requested by an outside entity;
 - 3. Government public service signs (per CCPS Policy 1047 Regarding Advertising);
 - 4. Any sign requiring a state or county Zoning permit;
 - B. The Advertising/Sign Committee will establish guidelines delineating the application, review, and decision-making process at the central level for outdoor signs on all CCPS property. In addition, the committee may establish rules regarding the size, location, illumination and the display duration of outdoor signs governed by this committee.
 - C. Advertising guidelines developed by the Advertising/Sign Committee will be made available upon request and will be posted on the CCPS website.
 - D. Prior to issuing approval for the erection of any outdoor sign, the Advertising/Sign Committee will consider long-term maintenance (what will be needed and who will be responsible) of any semi-permanent or permanent outdoor sign.
 - E. The Advertising/Sign Committee will issue written permission for any sign approved at the central level.
 - F. All decisions of the Advertising/Sign Committee are final.
 - G. All requests for flyers to be distributed to students in schools or other CCPS facilities that contain advertising must be submitted by the sponsoring entity to the Director of Student Services or his/her designee. The Director or designee must grant approval in writing prior to the distribution of the flyer.
 - H. Semi-permanent or permanent advertising; system-wide advertising; multiple school advertising:
 - 1. The Superintendent or his/her designee will appoint an Advertising/Sign Committee.
 - 2. The Advertising/Sign Committee will:

- a. Establish guidelines delineating the application, review, and decision-making process for advertising governed centrally, excluding flyers (see IV G above). These guidelines will include, at a minimum, information about the application process, the approval process, and the placement, size, duration and format of advertisements as appropriate;
 - b. Consider long-term maintenance (what will be needed and who will be responsible) of any semi-permanent or permanent advertising prior to making a decision on the request.
 - c. Make decisions in a timely manner; and
 - d. Decide disputes regarding the decision of a principal or the Director of Student Services.
- V. Grandfathering provisions
- A. All contracts for permanent advertising (e.g., scoreboards, marquees) that were in existence prior to May 8, 2008, will be honored for the duration of the contract.
 - B. All permanent advertising in existence prior to May 8, 2008, that is difficult or costly to remove (as determined by the Advertising/Sign Committee) may remain in place for the life of the structure.
- VI. Capital Improvement Projects
- A. Signage directly related to new school construction and/or signage for projects which receive federal, state and local funding will be permitted under the following guidelines:
 - 1. Signage shall be limited to:
 - a. Public School Construction Sign
 - b. General Contractor or Prime Contractor
 - c. Construction activity signage
 - d. Safety signage
 - 2. Signage Description:
 - a. Signs shall be no larger than 4'x8'
 - b. Signs shall be no taller than 8'
 - c. Signs shall be free standing mounted to 4x4 posts
 - d. Signs shall be maintained during the course of the project.
 - e. Signs shall be removed after substantial completion of the project.