

G-14: Administrative Procedures

Advertising



REFERENCES

[Board Policy G-14](#)

DEFINITIONS

District Property: A building, field house, gymnasium, school grounds, playground, athletic field, track, stadium, or other real property owned by the district.

Paid Advertising: The payment of money or other economic benefit to the school or district for the promotion to the community of any product, service, activity, or program by the placement of a sign, display, advertisement, announcement, banner, etc., on school or district property, or an advertisement in a school or district program, yearbook, newspaper, or any electronic medium.

Venue: The place where something happens, especially an organized event such as a concert, conference, or sporting event.

PROCEDURES FOR IMPLEMENTATION

I. General Guidelines

- A. It is the policy of the board to allow paid advertising upon district property only in accordance with the conditions provided in these administrative procedures. The board recognizes that the revenue derived from such paid advertising will benefit the district, its schools, students, employees, programs, and the community.
 1. To support a positive relationship between schools and their communities, the board encourages local civic or community organizations to purchase statements of support for district schools, students, and/or programs.
- B. No advertising is allowed unless it constitutes paid advertising as defined above, and is approved in accordance with these procedures.
- C. No paid advertising shall be construed as or constitute an endorsement by the board, district, or school of any product, service, activity, program, or organization, and the district reserves the right to reject any paid advertising.
- D. These procedures and corresponding board policy expressly do not create a public forum for public expression. Any location where paid advertising is allowed is not a forum for debate, advocacy, or expression of political, religious, or other personal viewpoints.
- E. Subject to the approvals herein, paid advertising may be allowed on: district athletic facilities, stadiums, baseball fields, and gymnasiums; auditoriums; perimeter fencing; program pamphlets, or school publications; or a venue where such paid advertising would be directed primarily toward members of the public.
 1. There shall be no paid advertising in the classrooms or in any other location or forum within the school where such paid advertising would be principally directed at students. Examples include but are not limited to: classroom televisions; public address announcements during school hours; posters and notices displayed inside school buildings; or fliers and handouts distributed during school hours.
 2. There shall be no paid advertising on the exterior of a building that involves the erection of an apparatus on district property, or that involves the anchoring of signage into a physical wall without the prior written approval of the executive director of auxiliary services.
 3. There shall be no billboards or signage on the top of district buildings.
 4. There shall be no paid advertising on or in district school buses.
 5. Temporary signage, including paid advertisements, must adhere to all municipal/county building and government zoning ordinances, board policies, and Utah High School Activities Association rules.
 6. Temporary signage, including paid advertisements, must not obstruct the sight of district property or interfere with school or district activities.
 7. The placement of any paid advertising shall not involve substantial modification of district property.
- F. School officials may remove any advertisement for any violation of these procedures. The district also reserves the right to sever any affiliation with persons/groups that violate these procedures and to impose discipline against students and/or staff who violate its provisions.
- G. School principals may decide not to accept any paid advertising in school publications and shall inform their school's SCC of their decision.
- H. Board Policy G-14 and these administrative procedures do not affect Board Policy G-16: Naming or Renaming Facilities.

II. Outdoor Advertising

- A. The following individuals have the authority to determine the location and number of outdoor advertisements that may be placed at a school site or designated district property:
 - 1. In high schools, the principal and athletic director should meet annually and determine available sites for outdoor advertising, and the number of outdoor advertisements that will be allowed.
 - a. A maximum of 25 paid advertisements will be allowed to be displayed at any one time on a school's perimeter fencing.
 - i. Any request for an exception to the cap placed on perimeter fencing must be made to the board.
 - 2. In middle school and elementary school venues, the principal, assistant principal, and the athletic/activities facilitator should meet annually to determine available sites for outdoor advertising and the number of outdoor advertisements that will be allowed.
- B. The principal shall annually review the proposed outdoor advertising sites and the number of allowable advertisements with the school's SCC.

III. Approval Process

- A. All advertising requests must be approved by the appropriate administrator in advance of placement.
- B. The principal or appropriate school administrator shall approve all paid advertisements in school publications.
- C. All other advertisements must be approved by the principal before being displayed; the decision must be viewpoint-neutral in light of the purpose served by the school.
 - 1. Any approval will state precisely where such advertising may be placed and the length of time it may be displayed.
 - 2. The specific advertisement, content, format, measurements, placement, and display duration must be reviewed in final written form by the principal prior to approval.
- D. All paid advertising must be documented by a contract signed by the principal or administrator in charge.
 - 1. Contracts for placement of advertising must be limited to no more than one academic year in duration, and adhere to all other applicable laws, code requirements, board policies, and district administrative procedures.
- E. Decisions of the principal to allow or disallow paid advertising may be appealed to the superintendent, or his or her designee, whose decision shall be final.

IV. Community Partners and Donors

- A. Advertising associated with school-approved fundraising efforts for organizations shall be permitted in school buildings and on school property.
- B. The school or district 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 logo/symbol on the item.
- C. The school or district may acknowledge community or business partners by displaying a banner with the organization's name, logo/symbol, and slogan/motto. Such acknowledgements are not considered paid advertising.
- D. The distribution of awards for students donated by a commercial enterprise and approved by the principal shall not be construed as paid advertising within the meaning of these procedures.

V. Advertising On Websites

- A. Advertising utilizing the district's network and/or any school or district website shall be permitted only in accordance with these procedures. Any school or district website must include a disclaimer, developed by the district, stating that the advertiser is not affiliated with the district and that the advertisement is not an endorsement by the board, district, or its schools. Advertising on individual school websites shall only be permitted where expressly authorized by the superintendent.
 - 1. All advertising on any school or district website shall include no more than the name, phone number, and e-mail or website address of the advertiser, a visual approved in accordance with these procedures, and a short message which is limited to promoting goods, services, or events and/or expressing the advertiser's support of district students, schools, and programs.
 - 2. Advertising on any school or district website must be display only, and not allow access to an external website through an electronic hotlink.
 - 3. Website advertisements may have further restrictions based upon space availability and technological capabilities.

VI. Curriculum Materials

Teachers shall not accept any articles or materials for supplementary use in the classroom containing more than a minimum of advertising or promotional copy.

VII. Content Restrictions For All Advertisements

- A. All paid advertising must meet the following criteria.
 - 1. No paid advertising shall promote hostility, disorder, or violence.
 - 2. No paid advertising shall attack, demean, ridicule, or disparage any individual or group because of their membership in any protected category identified in the district's non-discrimination policies.
 - 3. No paid advertising shall be allowed that is not age-appropriate to the students attending the school.
 - 4. No paid advertising shall be allowed that is libelous, factually inaccurate, or of poor quality.
 - 5. No paid advertising shall endorse a political cause, political activity, political party, or candidate for political office or position.
 - 6. No paid advertising shall promote the use of drugs, alcohol, tobacco, e-cigarettes, or firearms.
 - 7. No paid advertising shall be inconsistent with the district's nutrition guidelines and wellness policy.
 - 8. No paid advertising shall include content from which Utah law permits students or parent to "opt out" if that content were to be presented in a classroom curriculum context or on a school campus (e.g., sexual education messages, birth control products or information, sexually transmitted disease information, etc.).
 - 9. No paid advertising shall be religious or sectarian in nature.
 - 10. No paid advertising shall promote products or establishments that students are legally prohibited from using or patronizing.
 - 11. No paid advertising shall promote entertainment products that are not age-appropriate for the students attending the school.
 - 12. No paid advertising shall be obscene or offend the morals and/or conscience of the school or district.
 - 13. No paid advertising shall conflict with the board's mission, policies, board-adopted legislative agenda, or the district's curriculum or instructional program.
 - 14. No paid advertising shall adversely affect the district's reputation or image.
 - 15. No paid advertising shall promote private K-12 schools or K-12 schools chartered by chartering agencies other than the board.
 - 16. No advertising shall represent that the district, its officers, board members, agents, employees, or students endorse the advertised service, product, or idea, unless specifically authorized by the superintendent.

VIII. Accounting and Procurement Requirements

- A. In response to a school request, the purchasing department will solicit bids in accordance with the appropriate procurement procedures for acquiring standardized signs. Individual schools may work with the purchasing department when ordering signs through the awarded vendor.
- B. Advertising revenues must be properly reported and accounted for. All district accounting procedures must be followed. Revenue from advertising must be deposited into an approved district or school bank account as determined by the business administrator. Such revenue may be designated for the support of a particular activity, school, or program.
- C. Revenue from paid advertising on school facilities, district-owned/leased athletic facilities, and other athletic venues should be used to support student athletics and extracurricular activities, programs, and competitions. Special emphasis should be given to using these funds to offset fee waiver expenses to the school.