

851 - ADVERTISING/PROMOTIONS IN THE SCHOOLS

The Board divides advertising into two classifications; paid and nonpaid. Paid advertisement is defined as the payment of money or a benefit to the District for promoting the sale of any product, service, activity or program in the community by the District placing a sign, display, etc., on District property, placing a written message in District publications, such as newsletters, programs of District events, the District web site, District educational cable access channel, student newspapers, school yearbooks, etc. and making an announcement at District/school events.

The Board understands that in a free market society it is impossible to control all aspects of advertising; for example, logos on purchased equipment, educational materials bearing the simple mention of the producing or sponsoring entity, sales catalogs and brochures of supplies and equipment, vendor materials that have been solicited with administrative approval to provide goods/services for students or staff, broadcasts by television or radio stations of school events, free materials that fulfill a legitimate purpose within the school's curriculum or mission. This type of advertisement is classified as nonpaid. The District Administrator shall determine if this type of advertising conflicts with the intent of this policy and the mission of the District.

School employees or agents, with administrative approval and in compliance with this policy, may solicit or accept non-paid advertising or promotions, and may display or announce such advertising or promotions on District property, equipment or materials, or in District publications or at District events, if the use of such advertising or promotion benefits the District by furthering District goals, enhances the educational process and does not distract from the educational process, or provides a savings to District residents.

The Board recognizes and encourages its staff to interact in a collegial/family environment. Therefore, the Board will allow for a "Classified Ads" mechanism by which School District staff and/or its agents may communicate their need or desire to purchase or sell personal belongings and/or make announcements pertinent to the community or staff. The District Administrator will develop and oversee this process. The Board recommends that communiqués of this type of advertisement be limited to no more than once per week.

The Board recognizes that revenue, equipment or property derived from paid advertisements and/or promotions can benefit the District, its schools,

students, employees, programs and the community. Consistent with this policy, no paid advertisement may be placed in or used by the District or a school that, among other things, undermines the District's efforts to provide an excellent educational program, targets or attempts to exploit students, or compromises the reputation or mission of the District.

I. Advertising Allowed with Building Principal Approval: To place an advertisement in a building level newsletter, school yearbook, student newspaper, athletic schedule, athletic calendar, or program for a school event, the person who is interested in placing the advertisement shall contact the Building Principal for approval. Using the criteria set forth in this policy, the Principal may determine whether or not the advertisement shall be placed.

II. Advertising Requiring District Administrator Approval: Persons requesting advertisement shall notify the District Administrator: (1) of the amount of money or benefit that is to be provided to the District and (2) the nature of the specific advertisement that the individual would like the District to place and where. The advertisement choices include, but are not limited to, the placement of a written statement, display or sign on District property, including the District's vehicles, web site, gymnasiums, stadiums and fields, the inclusion of a written statement in a District publication, such as a news release, District level newsletter, programs of District events, etc., and the inclusion of an audio announcement at public events, such as interscholastic athletic events, and other extracurricular programs and events, etc. When there is uncertainty as to whether the criteria below have been met, the District Administrator will refer the request to the Board.

III. Criteria: Taking into consideration on a case-by-case basis the criteria set forth below, the Building Principal and/or District Administrator shall review all advertisement requests. The Building Principal and/or District Administrator will determine if the proposed advertisement:

- Conflicts with District and Board policies
- Adversely affects the District's reputation or image
- Directly targets District students
- Promotes the engagement of illegal activity
- Is contrary to the ethical principles or policies of the District or the Board
- Creates an endorsement of a political cause, political activity, political party, group or organization that strongly supports a political party or position, candidate for a political office, etc.
- Appears to exploit or demean a person

- Promotes the use of drugs, tobacco products, gambling or alcohol
- Promotes the consumption of unhealthy food choices
- Provides a fiscal benefit to the District, and individual school, school program, school activity, students, employees and/or the community, etc.
- Conflicts with the mission of the District or the District's curriculum and/or instructional program
- Is consistent and compatible with District and Board priorities and educational objectives
- Will have a neutral or positive effect on the District, individual schools, students, employees and the community
- Positively affects or places limitations on the fiscal condition of the District

IV. Board Approval: The Board will act on requests for the sale or purchase of advertisement that have been referred by the District Administrator. If the Board takes action to approve the advertisement, the District shall enter into a written agreement with the person requesting the advertisement which shall require, among other things, that the goods, services, or money are paid to the District prior to the District placing the advertisement.

The District will not accept any advertising or promotion from or on behalf of any enterprise or individual whose primary business is the sale of alcoholic beverages, tobacco products or other harmful substances, as determined by the Board. The District may allow advertising or promotion by or on behalf of enterprises (e.g., grocery stores, restaurants or bowling alleys) which sell alcohol or tobacco products as an ancillary part of their business.

Placement of an advertisement in the District shall not be construed as or constitute an endorsement by the Board or District of any product, service or activity or program in the community.

The District reserves the right to accept, limit or reject any advertisement or promotion for any reason. The District also reserves the right to temporarily cover or permanently remove any advertisement at any time.

Approved: August 19, 2009

Revised: February 15, 2017