

COMMUNITY RELATIONS
ADVERTISING AND FUND RAISING IN THE SCHOOLS

GKB
(REGULATION)

ADVERTISING

The inclusion of advertisements in District publications or on District property does not constitute approval or endorsement of any issue, product, organization, activity, or position referenced in the advertisement. The District retains final editorial authority to accept or reject submitted advertisements in a manner consistent with the First Amendment. [See FMA regarding school-sponsored publications]

The Superintendent or designee will use appropriate methods to solicit bids or proposals for advertising in a reasonable, lawful, and open manner calculated to maximize the revenue for the District.

GUIDELINES

The District has established guidelines for advertisements that are narrowly tailored to meet the District's legitimate concerns regarding safety, providing instruction, providing education, maintaining discipline, and/or achieving curricular objectives and/or state-mandated learning requirements.

The following guidelines shall be followed when considering the approval of advertisements:

PROHIBITIONS

An advertisement for display in or on school property, including school buses, shall not be approved if the advertisement:

1. Inhibits the functioning of the District, including but not limited to, any school, school bus, other motor vehicle, or equipment.
2. Compromises, or endangers, or endorses actions that endanger the health or safety of students, employees or the public.
3. Endorses, or attempts to influence a political party, candidate, or election.
4. Solicits the sale of, or encourage the use of alcohol, tobacco, drugs, drug paraphernalia, weapons, or pornographic or illegal materials.
5. Contains obscene, vulgar, or otherwise inappropriate material for the age and maturity of the audience.
6. Encourages discrimination based on an individual's race, religion, national origin, sex, disability, or age.
7. Advocates violation of school rules.
8. Advocates imminent lawless or disruptive action and is likely to incite or produce such action.
9. Includes hate language that scurrilously attacks ethnic, religious, or racial groups.

10. There is reasonable cause to believe that the advertisement would result in material and substantial disruption and/or interference with any school-related activity.
11. The promotion of religion.

AGREEMENT

Prior to the placement of any advertisement in or on school property, including school buses, an agreement will all be executed that states precisely where and for what period of time the advertising may be placed and the period of time it may be displayed. The Superintendent or designee will approve the final written form of the advertisement including the content, format, placement, and size of the advertisement. No advertising will be allowed outside the designated areas specified in the agreement.