



Capital School District

Board of Education Policy

Section: Administration
Title: Advertising Policy
Policy #: 200-05
Date Approved: 07/18/12
Date Revised: 04/25/12

Purpose:

This policy defines the way advertising may be submitted and disbursed throughout the schools of the District.

ADVERTISING

No advertising or materials used for promotional purposes shall be permitted in any Capital School District building or on school district property without approval of the Superintendent or designee. Board of Education and faculty publications shall, likewise, contain no form of advertisement. Commercial announcements shall not be made, and advertisement items shall not be distributed in the Capital School District schools unless authorized by the Superintendent of Schools and local administrative officers. Exceptions are made in the case of items such as pencils, desk calendars, programs or schedules containing school events providing no objectionable matter appear on them.

ADVERTISING IN STUDENT PUBLICATIONS

Nothing contained in Board policy – Advertising, shall be construed, however, to prevent advertising in student publications (yearbooks, newspapers, etc.) which are entirely student produced. However, even in these types of publications, permission and approval by the local building principal should be sought by the students in advance of their publication.

ADVERTISING SPONSORED BY CAPITAL SCHOOL DISTRICT STAFF MEMBERS CONCERNING SCHOOL EVENTS

Advertisement of school events by Capital School District staff members by way of Capital School District newsletters, intercom, letters, etc. are approved by the Board of Education providing the advertisement is in good taste and has the building principal's approval in advance of such advertisement.