



## **HYER ELEMENTARY PUBLICITY POLICY - Updated March 2026**

### **SIGNAGE**

#### **Yard Signs**

Only yard signs pertaining to Hyer Elementary school events, Parent Education Committee events, and Highland Park High School, McCulloch Intermediate School, and Highland Park Middle School performances may be placed on the Hyer lawn with approval from the Hyer administration and/or Hyer PTA. Yard signs should be displayed shortly before the event and removed promptly once the event has taken place. Signs that do not follow these guidelines may be removed.

#### **Banners**

Banners displayed on campus must relate to Hyer Elementary events and must receive approval from the appropriate Hyer Elementary administration prior to installation. Any banners not related to Hyer Elementary events, including those associated with outside organizations or events, must receive prior approval from the appropriate Hyer Elementary administration before being displayed on campus.

#### **Corporate Underwriting Sponsor Banners**

Corporate underwriting sponsor banners may be displayed on the Hyer Elementary perimeter fence as part of the Hyer PTA Back to School Underwriting Campaign to recognize businesses that support the school.

Sponsor banners are installed and maintained by the Hyer PTA in coordination with Hyer Elementary administration and are in compliance with all applicable Town of University Park ordinances.

Sponsor banners remain in place for the duration of the school year and may not be removed, replaced, or covered without approval from Hyer Elementary administration and the Hyer PTA.

Businesses interested in becoming a corporate underwriting sponsor may contact the Hyer PTA Corporate Solicitations Chair regarding sponsorship opportunities for the following school year.

### **POSTERS**

Small posters (8½ by 11 inches) may be hung on the Hyer gym bulletin board with the express permission of the school. Posters must relate to district-wide events and must be appropriate in content for elementary-aged children as determined by Hyer administration. Posters may be displayed up to one month prior to the event and will be removed after the event has occurred.

## **ELECTRONIC NEWS**

### **The Husky Herald eNews**

Submissions for the Hyer Elementary eNewsletter, The Husky Herald, must relate to Hyer Elementary activities. Exceptions may be approved by the PTA and Hyer administration on a case-by-case basis and are typically limited to district-related information. Please see the Hyer Elementary Communications guidelines on the Hyer website for additional information.

## **OTHER PROMOTION**

Any other forms of promotion must be approved in advance by Hyer Elementary administration. Hyer Elementary prohibits the sale of any items on its campus that do not directly benefit Hyer Elementary.