

ADVERTISING AND PROMOTION

Use of District Name or Facilities: No organization or entity shall utilize any District facilities or the District name for advertising or promotion unless authorized by the Superintendent.

District Participation: The District may participate and/or cooperate with non-profit agencies and corporations with respect to the advertising or promotion of such non-profit agency or corporation if such participation and/or cooperation does not restrict or impair the educational program of the schools and is approved by the Superintendent. The District may participate in radio or television programs sponsored by commercial organizations when such participation is supplementary to or beneficial to the District and is approved by the Superintendent. In addition, the Superintendent may announce or authorize the announcement of commercially sponsored lectures, events, and activities of educational merit or significance.

Advertising: The District may accept various types of advertising for placement in District-sponsored publications or for placement in or on District facilities. Space for the placement of advertising in or on athletic fields, gymnasiums, scoreboards, or other designated facilities may be leased. Due to the fact that advertising placed in or on District facilities will appear to have the approval of the District, such advertisements shall be subject to the Guidelines for Advertising.

District Publications: District-sponsored publications may accept and publish paid advertising according to the Guidelines for Advertising.

Guidelines for Advertising: Sponsors or advisors for District-sponsored publications shall be responsible for applying and implementing these guidelines with respect to advertising to be published in District-sponsored publications. The Superintendent or the Superintendent's designee shall be responsible for applying and implementing these guidelines with respect to advertising to be placed in or on District facilities. The District reserves the right to refuse any advertisement which does not serve the best interests of the District and/or its students.

For placement in any District publications or for placement in or on any District property or facilities, the District shall not accept advertisements which:

1. depict tobacco products, alcohol products (including beer), drugs, or drug-related paraphernalia or products;
2. depict sex or sexual activity, or which are lewd, obscene, or pornographic as defined by prevailing community standards;
3. attack ethnic, religious, or racial groups (i.e., "hate" material);
4. promote hostility, disorder, or violence;
5. promote, endorse, or oppose any political candidate, beliefs, party, or issues;

6. are defamatory, misleading, or false;
7. promote illegal activities for minors; or
8. promote discrimination on the basis of race, color, national origin, handicap, disability, or gender.

Advertising Review Committee: The Superintendent shall designate an Advertising Review Committee which may include the sponsors of District publications, the principals of the various buildings, and any other persons designated. Whenever there is a concern regarding an advertisement which has been submitted for publication in a District-sponsored publication or for placement in or on any District property or facilities, the advertisement shall be submitted to the Advertising Review Committee. The Advertising Review Committee shall have ten (10) working days in which to review the advertisement and determine if the proposed advertisement is acceptable according to the District's guidelines. The Advertising Review Committee shall notify the organization submitting the advertisement of its decision. If the Advertising Review Committee determines that a proposed advertisement is unacceptable, the submitting organization may appeal the decision of the Advertising Review Committee to the Superintendent whose decision shall be final.

Funds from Sale of Advertising: Funds received from the sale of advertising shall be credited to the Activity Fund account of the organization which sold the advertising or to the General Fund. Student, parent or adult organizations which are exempt from Activity Fund limitations may be provided the opportunity to sell advertising to be placed on school facilities and shall be entitled to retain the proceeds of any such sale of advertising subject to application to and approval by the Board. Such organizations shall be responsible for all matters related to the sale of such advertising except that the Advertising Review Committee and/or the Superintendent shall have the authority to approve or disapprove of the advertisements to be accepted.