

## ADVERTISING IN DISTRICT PUBLICATIONS AND AT DISTRICT FACILITIES

All advertising must be approved prior to the publication's printing. Advertising submitted for District-sponsored publications must be approved by the supervising District administrator. Advertising submitted for school-sponsored publications must be approved by the supervising school administrator.

The following advertisements will NOT be accepted for District-sponsored or school-sponsored publications:

- Advertisements which can reasonably be construed as pornographic, as defined by local community standards, or which are obscene, vulgar, or lewd.
- Advertisements which are libelous, racially offensive, religiously offensive, or discriminatory, demeaning or harassing on the basis of gender, or any protected category.
- Advertisements that promote hostility, disorder, or violence.
- Advertisements that are contrary to the educational mission of the District.
- In an effort to maintain neutrality on controversial issues, advertisements that promote, favor, or oppose controversial political or societal issues.
- Advertisements that promote a partisan position on a candidate for public office, or promote a partisan position on a bond or budget issue or any public question to be submitted at any election.
- Advertisements which promote any religious or political organization.
- Advertisements which use any District or school logo without prior approval.
- Advertisements which interfere with existing District marketing programs or any existing contracts.

Advertisements for any of the following products will not be accepted:

- X-or R-rated movies
- Tobacco products
- Alcohol beverage products, including low point beer
- Drugs and drug paraphernalia
- Firearms or other dangerous weapons
- Birth control products or information
- Gambling aids

Fees to be charged for commercial advertising in school-sponsored and District-sponsored publications are within the discretion of the supervising school administrators and the supervising District administrators, respectively. Similarly, advertising copy deadlines, restrictions on advertisement size, total advertising space, etc., are within the discretion of the supervising administrators.

### Advertising on Athletic Facilities

Individual schools (in consultation with the District's Director of Athletics/Activities) may allow advertising on signs on available space at District athletic facilities. All signs at a particular location will be of uniform size, and uniform rates will be charged according to the size of the sign. If the school provides the materials for the sign, the painting of the advertisement language and designs, the sign installation, and sign maintenance, the sign revenue shall be used to defray the operational expense of the school Athletic Department. If the sign materials, painting, installation, and sign maintenance is provided by a booster club, the sign revenue shall be used by the booster club for its school support activities.

The school will determine the locations at a facility where signs will be displayed. The school will establish a maximum number of signs at each location.

Each proposed advertiser will submit a sign design, color, and the language of the advertisement. No sign will be prepared until it is approved by the advertiser and the school.

The posting of signs does not create an advertising or speech forum available to anyone.

Because spectators may perceive a sign on school property to bear the school's or the District's approval of the advertised product or service and associate the school or the District with a particular advertisement and because children of young age attend school athletic events, signs must conform to the requirements and restrictions for advertising in District-sponsored or school-sponsored publications, as stated in the publications section of this policy.

Advertising on other facilities or property not specified in this regulation shall be subject to approval by the Superintendent.