

Descriptor Term:
ADVERTISING ON SCHOOL PROPERTY BY COMMUNITY
OR OUTSIDE GROUPS

Descriptor Code:
5.2000

Legal References:

Cross References:

PRINCIPLES

The Board encourages community members and business owners to provide financial support for school activities. One permissible method of showing support is to buy advertisements or sponsor banners, posters, signs, etc., for display on school property, pursuant to the conditions and restrictions set forth by the Board. By allowing advertisement or sponsorship on school property pursuant to this policy, the Board does not intend, and specifically declines, to open up school property as a forum for free expression of ideas, opinions or viewpoints.

The district shall protect students and parents from exploitation and ensure that commercial activities do not interfere with the educational programs. Except for instruction relating to advertising, students shall not be required to listen to, read, or be subjected to commercial advertising in the classroom or in school-provided materials in curriculum-related activities, except as provided by this policy.

DEFINITIONS

1. Advertisement: Any payment of money or other economic benefit to a school or to the school district that requires visual, audio or video placement of a name, slogan or product message on a school district property, publication or broadcast. The term advertisement does not include traditional fundraising activities, such as magazine sales, nor does it apply to outright gifts to which no quid pro quo is attached.
2. Sponsorship: Any payment of money or other economic benefit to a school or to the district in exchange for recognition.

ADVERTISEMENT/SPONSORSHIP

No advertisement or sponsorship, as defined by this policy, shall be allowed unless it complies with this policy, fits one or more of the following categories, and is approved by the building principal and Assistant Superintendent for Human Resources.

1. Paid advertisements in a high school student newspaper or other district publication;
2. Instructional aids furnished by private sources when the advertising is reasonable, non-intrusive, and not inherent to the content;
3. Signs on athletic fields that meet local sign ordinances and comply with this policy;
4. Advertising in the program for an extra-curricular activity;
5. A pro-school advertisement for an organization approved by the board of education;
6. The display of product names of vending machines appropriately placed in the school for the use of students, staff and the public; and
7. Incidental advertisements that appear when students are using various Internet services.

Any advertisement or sponsorship announcement shall be strictly limited to identifying the group, organization, or business, as follows:

1. Name of group, organization, or business;
2. Address, phone, email address of group, organization, or business;
3. No logos or symbols unless they are clearly associated with identifying the specific entity or enterprise and do not represent viewpoint expression.

PROHIBITED COMMERCIAL ACTIVITIES

No viewpoint expression is permitted. No advertising or sponsorship shall be accepted if it:

1. Is associated with tobacco, alcohol, illegal drugs or weapons;
2. Promotes hostility, disorder or violence;
3. Contains vulgar and plainly offensive, obscene or sexually explicit language;
4. Is libelous;
5. Demeans any person or group on the basis of race, gender, ethnicity, or religion,
6. Advocates the violation of law or district policy;
7. Advances any religious or political purpose or interests;
8. Promotes, favors, or opposes a candidate for elected office or a ballot measure;
9. Is associated with any company or individual whose actions are inconsistent with the district's public educational mission and goals or community values; or
10. Is otherwise in violation of the law.

NON-ENDORSEMENT

Advertising and sponsorship permitted pursuant to this policy shall not be considered as an endorsement or approval by the Board of any particular group, organization or company, nor of any purposes, programs, activities, products or services of any such group.

CANCELLATION

The Board reserves the right to cancel or amend, at any time, any agreement or contract whether oral or in writing, between any school, parent organization or booster club and a group organization or business regarding sponsorship or advertisement on school property or at school events. All advertisement and sponsorship contracts shall clearly state the Board's right to cancel the contract.

NO FORUM CREATED

This policy in no way creates, and should not be construed to create, any type of forum for the expression of ideas, opinions, or viewpoints.