

School Community Relations

Administrative Procedure - Advertising in the Schools

1. School facilities shall not be rented or leased for any program in which any merchant or representative of a place of business may advertise or sell goods or services.
2. School facilities shall not be used to advertise, sell tickets, or collect funds for any organization or program defined as political or sectarian in nature, without prior approval of the Superintendent or designee.
3. The principal may authorize nonprofit civic or cultural organizations to advertise show event or activities, distribute free tickets or ticket discounts or options, or make commercial announcements in the schools. Advertising if approved, shall be limited to a size suitable for a school bulletin board. Schools shall not sell tickets, collect funds, or distribute advertising literature by or through students without prior approval of the Superintendent or designee.
4. Commercial advertising may be accepted on the fence surrounding the baseball field and shall conform to the following standards:
 - a. No advertising shall be accepted for intoxicating beverages, tobacco substances, any controlled substances or dangerous drugs, contraceptives, personal hygiene products, political messages/parties, medications, or other products/services deemed objectionable. The Superintendent or designee shall be the final judge of what is objectionable.
 - b. Permanent sponsors shall be secured on a competitive bid according to the contract between the company and the Board.
 - c. Paid commercial advertisers shall receive exclusive noncompetitive (products/services offered) advertising rights for the term of advertising purchased.

Adopted: 8/24/04