

Section 1000: Community/Educational Agency Relations
Public Participation in the School District
Advertising and Promotion

File: 1005.12

The school board may authorize individuals and entities to advertise or place promotional materials consistent with the limitations of school district policy and the law.

Regular Opportunities. The school district has regular advertisement and promotion opportunities. These include, but are not necessarily limited to, advertising and promotions in the yearbook, activity posters, and through the school district's broadcasted programs and events.

Requests to place advertisements and promotional materials through the school district's regular opportunities should be submitted to the superintendent or the superintendent's designee. The school district may collect fees for placement of these materials at the discretion of the superintendent or designee.

Unique Opportunities. The school board may also approve other requests for advertisements or promotional materials. Any such request outside of the school district's regular opportunities should be submitted in writing to the superintendent. The superintendent may approve these requests and charge a fee or receive a donation as permitted by law and board policy. For requests with an actual or anticipated value of \$1,000 or more, and requests for permanent placement of advertisements or promotional materials must be approved by the school board. For example, these may include spaces made available on school district scoreboards. The superintendent is authorized to approach local businesses and individuals with unique advertisements and promotional opportunities, which may be approved by the superintendent or the school board consistent with this policy.

Prohibited Content. Any advertisements and promotional materials may not contain statements that are obscene, lewd, vulgar, profane; violate federal, state, or local laws or regulations; violate board policy; advocate the use or advertise the availability of any substance or material that may reasonably be believed to constitute a direct and substantial danger to the health or welfare of students, such as tobacco, alcohol or illegal drugs; incite violence; advocate use of force or urge violation of federal, state or municipal law, district policy or regulations; interfere with or advocate interference with the rights of any individual or the orderly operation of the schools and their programs.