

COMMUNITY RELATIONS
ADVERTISING AND FUND RAISING IN THE SCHOOLS

GKB
(LOCAL)

PROMOTIONAL
ACTIVITIES

School facilities shall not be used to advertise, promote, sell tickets, or collect funds for any nonschool-related purpose without prior approval of the Superintendent or designee.

[For information relating to nonschool use of facilities, see GKD.]

ADVERTISING

For purposes of this policy, "advertising" shall mean a communication designed to attract attention or patronage by the public or school community and communicated through means under the control of the District in exchange for consideration to the District. "Advertising" does not include public recognition of donors or sponsors who have made contributions, financial or otherwise, to the District or school support organizations.

By allowing advertising, the District does not intend to open a forum for indiscriminate use or expressive activity by the general public. Instead, the District intends to create a limited opportunity for true commercial advertisement by community entities, as well as an opportunity to raise funds for use by the District. By accepting any advertisement, the District does not intend to, and specifically disavows intent to, endorse the entity submitting the advertisement, the entity's products, or any viewpoints associated with that entity. To avoid any appearance of endorsement, any advertisements on District property shall be for a limited amount of time, not to exceed five years in most circumstances. The Superintendent or designee may waive this requirement under unique circumstances.

The District retains the ability to discontinue advertising in any specific forum at any time.

[For information relating to school-sponsored publications, see FMA.]

COMMERCIAL
ADVERTISING

Commercial advertising shall be accepted solely for the purpose of covering the cost of providing materials, equipment, services, or other support services that are consistent with the mission of the District in meeting its needs or to otherwise raise additional funds for use by the District and not for the purpose of establishing a forum of communication.

Such advertising acceptance shall be subject to approval of the Superintendent or designee. The District shall retain final authority to accept or reject submitted advertisements in a manner consistent with the First Amendment. The District shall also retain the authority to determine the appropriate size and location of any signage or advertising. Advertising shall be permitted only in locations accessible to the general public, unless otherwise approved by the Superintendent or designee.

The District may offer opportunities to commercial businesses to advertise on District property, in District publications, or on the District's website. All advertising opportunities and affiliated market value prices shall be published on the District's website and reviewed annually. The District shall implement a regulation to demonstrate advertising procedures and shall report the collection of fees to the Board annually.

APPROVAL
PROCEDURES

The District shall maintain authority for approving advertising in accordance with the following:

1. The design, layout, configuration, and content of all advertisements shall be subject to the District's prior written approval.
2. The District shall notify any entity in writing within 15 days after submission if any proposed advertisement is unacceptable to the District.
3. The entity shall have ten days following receipt of the District's notice within which to submit an acceptable advertisement to the District, unless a greater period of time is agreed upon in writing between the District and the entity.
4. If the entity fails to submit an acceptable advertisement within the foregoing time limitations, the District shall not be liable for the refusal or failure to display the proposed advertisement.

STANDARDS OF
APPROVAL

All advertisements shall be reasonably consistent with the theme of the forum and the District.

The District shall reserve the right to disapprove any advertisements if the District determines in good faith that the proposed advertisement:

1. Is of substandard technical quality;
2. Does not conform to any specifications set forth by the District;
3. Does not comply with applicable government standards or regulations or with the District's rules, regulations, or policies; or
4. Is in bad taste or otherwise reasonably objectionable.

Without limiting the generality of the foregoing, the following types of statements and practices shall not be used in any advertisements displayed on District property or in any District publications:

1. False or unwarranted claims;

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2. Infringements of any other person's rights through plagiarism; an unfair imitation of another person's program, idea, or copy; or any other unfair competition;
3. Disparagement of a competitor or of a competitor's products or services;
4. Advertisements of lotteries, "drawing contests," or any other contests that do not conform to applicable legal requirements or in which the public is unfairly treated;
5. Slanderous, obscene, sexual, profane, vulgar, repulsive, or offensive matter, either in theme or in treatment;
6. Ambiguous statements that may be misleading to the audience;
7. Advertisements of price, unless first approved in writing by the District;
8. Advertisements promoting an organization, entity, or individual providing competing services against the District;
9. Testimonials that cannot be authenticated;
10. Advertisements that describe any internal bodily functions or symptomatic results of internal disturbances or that refer to matters that are not considered acceptable topics in social groups;
11. Advertisements that describe external body enhancements or pharmaceutical products that would not be deemed appropriate for youth;
12. Announcements of programs that are prejudicial to the public interest, to the interest of the District, or to legitimate advertising or reputable business in general;
13. Defamatory statements about the District or any other public or political figure or entity;
14. Promotions containing alcohol or tobacco products;
15. Advertisements that are not consistent with the mission of the school health advisory committee;
16. Subjects that would be disruptive to or inconsistent with the educational purpose of the District;
17. Political advertisements; or

18. Advertisements that would prevent the District from maintaining a position of neutrality on political and religious issues or that would create an appearance of favoritism on said issues.

As noted above, the District provides advertisement opportunities to commercial entities for the sole purpose of raising funds for the District and not to open a forum for indiscriminate use or expressive activity by the general public. Accordingly, the District also retains the right to reject proposed advertisements if, in good faith, the District deems it necessary to avoid disruption, controversy, and expensive litigation that might arise from community members seeking to remove the advertisement. Participation in the District's commercial advertising program in no way guarantees or influences the client's selection as a District vendor through the District's formal procurement process for products and services.

In the event there is a question regarding the appropriateness of any advertising intended for dissemination by the District, the Superintendent or designee, using the above-listed standards, shall have final approval authority in such matter.