

**Promotional
Activities**

District 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.

Advertising shall be accepted solely for the purpose of generating revenue for the District and not for the purpose of establishing a forum for communication. The District shall retain final editorial authority to accept or reject submitted advertisements in a manner consistent with the First Amendment. The District shall retain the authority to determine the size and location of any advertising. The District reserves the right to reject advertising that:

1. Is inconsistent with federal or state law, Board policy, District or campus regulations, or curriculum;
2. Is inappropriate in a school setting with a student audience;
3. Advertises products presenting a health hazard;
4. Creates a substantial likelihood of material disruption, including adding to the District's obligations for security and facilities maintenance; or
5. Adds to the District's administrative burden by exposing the District to complaints, controversy, or litigation.

Acceptance of advertising shall not constitute District approval or endorsement of any product, service, organization, or issue referenced in the advertising, nor shall acceptance of advertising from a vendor determine whether the District will purchase goods or services from the vendor through the District's formal procurement process.

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

**Political / Sectarian
Groups**

Except as provided in this policy, District facilities shall not be used to advertise, promote, 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. Nonschool-related organizations may use school facilities only in accordance with GKD.

Criteria for Approval

In granting approval under this policy, the Superintendent or designee shall reject any proposals or materials that are reasonably foreseeable to be disruptive, libelous, obscene, inflammatory, sexually inappropriate for the age of the audience, or that endorse actions endangering the health or safety of students.

**Digital Media,
Athletic Facilities,
and Other Approved
Venues**

Advertising on District-operated digital media, District athletic facilities and other District venues approved by the Board shall be in accordance with the following:

1. All advertisements shall be submitted to the Superintendent or designee in accordance with administrative regulations.
2. Using the standards found in this policy, the Superintendent or designee shall approve or reject advertisements.
3. The District shall consider advertisements only from commercial businesses or nonprofit entities whose purpose is serving children or other humanitarian ends. An advertisement shall not be approved if:
 - a. The advertisement is obscene or vulgar.
 - b. The advertisement endorses actions endangering the health or safety of the public.
 - c. The advertisement promotes the use of alcohol, cigarettes or other tobacco products, illegal drugs, or other controlled substances.
 - d. The advertisement would violate the intellectual property rights, privacy rights, or other rights of another person.
 - e. The advertisement contains defamatory statements about public figures or others.
 - f. The advertisement advocates imminent lawless or disruptive action and is likely to incite or produce such action.
 - g. The advertisement scurrilously attacks ethnic, religious, or racial groups or contains content aimed at creating hostility and violence and would materially and substantially interfere with the rights of others.
 - h. There is reasonable cause to believe that the advertisement would result in material and substantial interference with the rights of others.

- i. The advertisement is political, including advertising for or against political candidates, or for or against political propositions and/or referendums.
- j. The advertisement promotes food products that are at variance with national school nutritional standards as set forth in regulations implementing the Healthy, Hunger-Free Kids Act of 2010, or other appropriate nutritional guidelines.
- k. The advertisement is for adult entertainment or sexually oriented businesses of any sort.

Appeals

Any complaints regarding the District's advertising decision shall be addressed in accordance with the policy DGBA, FNG, or GF, as appropriate.

Sponsorships and Donations

If the District or any campus accepts financial or in-kind donations to support District-sponsored activities, the District reserves the right to acknowledge donors through whatever means the District deems appropriate. The District retains full editorial control over its acknowledgment or display of donations, even if donors are permitted to suggest text for the acknowledgment.