

KEYSTONE OAKS SCHOOL DISTRICT

Policy Guide



Policy No. 920

Section COMMUNITY

Title COMMERCIAL ADVERTISING ON SCHOOL PROPERTY/WEBSITE

Adopted FEBRUARY 16, 2016

Revised _____

POLICY NO. 920 COMMERCIAL ADVERTISING ON SCHOOL PROPERTY/WEBSITE	
Section 1	<p><u>Purpose</u></p> <p>The purpose of this policy is to balance the Board’s commitment to educational integrity and quality with acceptance of financial support through permitted commercial advertisements on designated school premises and facilities. In doing so, the Board will ensure commitment to the District’s educational mission is not compromised.</p>
Section 2	<p><u>Authority</u></p> <p>School premises or property shall not be used for commercial advertising purposes without the approval of the Board on a case-by-case basis. The school property subject to this policy includes, but is not limited to, all athletic field fixtures such as scoreboards, press boxes and fences, and other premises as designated by the Board in its sole discretion, District publications, the District’s official website and all other websites maintained by the District (hereinafter collectively the “designated premises”). The advertising spaces on these designated premises are declared to be a nonpublic forum limited to commercial advertisements which are in conformity with this Board policy for the purpose of generating revenue for the District. The objective of this policy is to establish parameters for advertisement on District premises or property.</p>

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Use of the name, nickname, and/or logo of the District in any advertisement is not permitted without the approval of the Board on a case-by-case basis.

Additional guidelines and procedures apply for the request of facility naming rights.

Pol. 711

Section 3

Guidelines

Any advertiser wishing to place an advertisement on designated premises in accordance with this policy must submit a written or electronic application which depicts the proposed advertisement to the Coordinator of Communications and Public Relations. After reviewing an application, the Coordinator of Communications and Public Relations, with the permission of the Superintendent, may enter into discussions with the proposed advertiser concerning the location and size of the permitted advertisement and the terms of a written contract, which shall be in a form acceptable to the District's Solicitor. The Board must approve any contract for advertising on designated premises, and the Board shall periodically approve a schedule of fees for advertising agreements.

Accordingly, for an advertisement to be approved, it must comply with all required restrictions of the Board which shall include, but not be limited to the following:

1. It must not create a disruption to school operations.
2. It must not attack ethnic, racial, religious groups, or any other legally protected category.
3. It must not discriminate, demean, harass or ridicule any person or group of persons.
4. It must not be libelous.
5. It must not promote hostility, disorder or violence.

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6. It must not be contrary to the District's educational mission.
7. It must not promote, favor or oppose any political party or the candidacy of any candidate for election, adoption of any bond issue or any public questions submitted at any general, county, municipal or school election.
8. It must not be obscene, pornographic or sexually explicit.
9. It must not contain foul or offensive language, representations or descriptive material of any kind having more than one common meaning or connotation, one of which would be prohibited under this policy.
10. It must not promote the sale or use of drugs, alcohol, tobacco, weaponry or any other banned items included in District policies.
11. It must not promote any religious or political organization or party.
12. It must not describe or depict criminal activity in any way.
13. It must not use any District or school logo without prior approval.
14. It must not reflect poorly or negatively on the School District or Community as determined by the School District in its sole discretion.

Pol. 227, 250

To the extent that any such messages and advertisements are accepted, it is the intent of the Keystone Oaks School District to reserve and exercise the right of full editorial control over the placement, content, size, appearance and wording, and to determine and prohibit types of commercial messages or advertisements that are deemed inappropriate for or inconsistent with the usage of school facilities and school property.

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Section 4

Delegation of Responsibility

It is the responsibility of the Administration to:

1. Establish specifications for advertising authorized by this policy, including those regulating the material, size and composition of such advertising.
2. Establish guidelines for the number, location and duration of advertising that may be posted on the District's designated property including the district website
3. To bring forth for evaluation and approval or disapproval to the Board all requirements involving requests for advertisement consistent with this policy.
4. Negotiate with prospective advertisers concerning proposals for fees for advertising, and the size, location, and content of advertisements, and seek Board approval of the guidelines resulting from these negotiations and all contracts with advertisers.
5. Refer to the Board all situations which require Board approval under this policy.

References:

School Code – 24 P.S. Sec. 510

Board Policy – 227, 250, 711