

## ADVERTISING IN THE SCHOOLS

Notices, advertisements or written matter of any nature on behalf of persons or organizations not officially connected with the District shall not be distributed or displayed in any school building or on District property without permission of the Superintendent/designee. All notices, including those by personnel, shall be approved by the building principal and, in case of doubt, by the Superintendent/designee. Appeal of the Superintendent's/designee's decision may be made to the Board.

The Board recognizes that any generation of revenue is to be in a manner consistent with the mission of the District, and the Board does not hereby create a public forum for the expression of ideas. Accordingly, the advertisements accepted for display by the Board shall be limited to those categories and subject to those exclusions and conditions, described in the guidelines set forth below. Additionally, the Board retains the power to edit and/or refuse any advertisement for any legitimate reason.

Pursuant to this policy, the Board may enter into agreements of a significant nature with individuals or organizations wishing to display advertisements. Advertisements may be accepted for display on any property deemed appropriate for such display by the Board. Such property includes but is not limited to athletic scoreboards, fencing, other structures, athletic equipment and clothing and programs or other written materials. Agreements may provide for the display of advertisements in exchange for a fee and/or in exchange for the provision of goods and/or services. At the discretion of the Superintendent/designee, an advertiser may be permitted to earmark for a particular use the fees paid in exchange for the display of advertisements.

### Categories of Acceptable Advertisements

Only advertisements that fall within one of the following categories, subject to the exclusions set forth below, may be accepted.

1. commercial products or services;
2. public service announcements from recognized, nonprofit groups that are organized for educational, philanthropic, cultural, civic or other purposes that promote the welfare of the community or
3. personal messages expressing a simple greeting (e.g., "Happy Birthday," "Happy Anniversary," "Congratulations") and which may include the name of an individual and/or group but shall not include any other personal information.

## Exclusions

Advertisements that are inconsistent with the educational mission of the District, inappropriate for immature audiences or that would interfere with or disrupt the work or discipline of the schools or infringe on the rights of others, will not be accepted. Examples of advertisements that will not be accepted include but are not limited to the following:

1. advertisements for products, services or establishments associated with the promotion of activity that is illegal or that otherwise violates the code of student conduct;
2. advertisements for products, services or establishments associated with the promotion of tobacco, alcohol or illegal substances;
3. advertisements that concern sexual or reproductive issues, whether or not the advertisement has any explicitly sexual content (including, for example, issues relating to birth control and abortion, whether from a pro-choice or a pro-life perspective);
4. advertisements with religious content, unless accompanied by a clear statement that the content of the advertisement is neither sponsored nor endorsed by the Board;
5. advertisements that are defamatory or misleading;
6. advertisements that are indecent, obscene or vulgar;
7. advertisements that incite students to engage in or otherwise promote violence or that contain violent imagery;
8. advertisements that promote or oppose any political figure, candidate or issue, including ballot issues of any kind with the exception of those pertaining to District levies and bond issues;
9. advertisements the display of which would violate the terms of an agreement previously entered into with a different advertiser and
10. advertisements the display of which would violate any local, State or Federal law, rule or regulation.

## Conditions

1. Advertising for outside spaces must comply with applicable zoning provisions, if any. The Board may require an advertiser to obtain any required zoning permit and pay the associated fee, if any.

2. The advertiser must execute an agreement with the Board in a form prescribed by the Board and administered by the Superintendent/designee.
3. An agreement which permits an advertiser to be the exclusive advertiser in a particular product or service category must describe with specificity the Board property to which such exclusivity requirement pertains (for example, a particular scoreboard, all scoreboards or all property at a particular location). Unless otherwise expressly provided in the agreement, no exclusivity provision shall preclude a competitor's sponsorship of an event or a competitor's donation of clothing or equipment, which sponsorship or donation may include display of the competitor's logo. No exclusivity clause shall preclude the Board from accepting a gift or bequest and displaying a plaque or other means of identifying the donor.

[Adoption date: August 14, 2001]

[Re-adoption date: May 11, 2015]

[Re-adoption date: August 8, 2016]

LEGAL REFS.: ORC 3313.20; 3313.47  
7 CFR, Subtitle B, Chapter 11, Part 210

CROSS REFS.: EDE, Computer/Online Services (Acceptable Use and Internet Safety)  
EFG, Wellness  
IGDB, Student Publications  
IIBH, District Web Site Publishing  
KJA, Distribution of Nonschool-Sponsored Literature