



KHB - ADVERTISING

Poudre School District recognizes that revenue and in-kind benefits from advertising by non-District organizations and private individuals is a viable means to help support District operations, programs and schools. Such “District-related advertising” is authorized in accordance with the terms and conditions specified in this policy. The superintendent shall have final authority regarding the interpretation of this policy, as well as the propriety of all actions covered by this policy taken by District employees.

As used in this policy, “advertising” means any printed material, picture, banner, sign, notice, announcement, audio communication or video communication that promotes, or otherwise attracts attention or patronage to, a non-District business, product, activity or cause and that directly or indirectly results in revenue or an in-kind benefit to the District or one of its schools. Such advertising includes but is not limited to sponsorships, fundraisers, endorsements and exclusive-provider contracts.

RULES GOVERNING DISTRICT-RELATED ADVERTISING

District-related advertising shall conform to contemporary standards of good taste in the District community. Preferred advertising includes messages that encourage student achievement and the establishment of high standards of personal conduct.

Neither the District nor any District department, program or school shall endorse a non-District business, product, activity or cause unless otherwise approved in writing by the Board of Education or superintendent.

No District or school names, logos, mascots or official colors shall be authorized for use by or for any non-District business, product, activity or cause unless otherwise approved in writing by the Board of Education or superintendent.

Non-District organizations and private individuals shall not be permitted to use District resources for direct marketing to District employees, students, or their families unless otherwise provided in this policy or approved in writing by the Board of Education or superintendent.

Advertising is prohibited in District classrooms, in school offices and in connection with District curriculum-related activities unless otherwise approved in writing by the Board of Education, superintendent or executive director of student achievement and professional development.

Principals are authorized to permit advertising at or related to their schools in accordance with the terms and conditions of this policy unless otherwise determined by the Board of Education or superintendent. The appropriateness of revenue and/or in-

kind benefits to be received through such advertising, and the terms of written agreements for such advertising, are subject to approval by the District's purchasing & materials manager.

The director of communications is authorized to permit District-wide advertising in accordance with the terms and conditions of this policy unless otherwise determined by the Board of Education or superintendent. The appropriateness of revenue and/or in-kind benefits to be received through such advertising, and the terms of written agreements for such advertising, are subject to approval by the District's purchasing & materials manager.

District-related advertising agreements shall be in writing. The term of all District-related advertising agreements either shall not exceed one year, or shall be subject to cancellation without penalty in the District's sole discretion at least annually, unless otherwise approved in writing by the Board of Education or superintendent. When there is insufficient space or time available to simultaneously accommodate all appropriate advertising requests in a particular District venue or media, the administrator authorized to permit such advertising agreements shall develop written guidelines to provide an equitable schedule for the different advertisers to access such venue/media.

Every reasonable effort shall be made to maximize the revenue and in-kind benefits resulting from advertising agreements. Use of the revenue and in-kind benefits from advertising at or related to a particular school shall be determined by the school principal. Use of the revenue and in-kind benefits from District-wide advertising shall be determined by the Board of Education or superintendent.

PROHIBITED TYPES OF DISTRICT-RELATED ADVERTISING

The following types of District-related advertising are prohibited:

- Advertising that is inconsistent with the District's educational values.
- Advertising that concerns drugs, alcohol or firearms.
- Advertising that promotes or opposes any political organization or religion.
- Advertising that concerns the nomination, retention or election of any person to public office.
- Advertising that concerns any federal, state or local ballot issue, ballot question or matter that is or may be at issue in a public election.
- Advertising that promotes or favorably portrays conduct that is unlawful, or conduct that is inconsistent with District policy or regulation.

- Advertising that promotes or favorably portrays conduct disruptive of District or school operations.
- Advertising that creates an actual or reasonably perceived conflict between the public responsibilities and private interests of any District employee or Board member.

PERMISSIBLE DISTRICT VENUES AND MEDIA FOR ADVERTISING

The following District venues and media may be used for advertising under the terms and conditions specified in this policy:

- Concessions at District or school ceremonies, performances, athletic events and other activities may display advertising that reasonably indicates the items available for sale.
- Vending machines may display advertising that reasonably indicates the contents of the machine available for sale.
- School-based food service and school supply vendors may display advertising that reasonably indicates the items available for sale.
- District and school publications may contain advertising as determined by the administrator responsible for the publication, subject to approval by the director of communications (for District publications) or the school principal (for school publications).
- Printed programs that contain advertising may be distributed with or without charge in connection with District or school ceremonies, performances, athletic events and other activities.
- A Youth Program and Activity Guide may be sent home with elementary school students, and made available to middle and high school students, three times each school year. The director of communications shall develop guidelines to regulate the publication and distribution of the Guide.
- Printed advertising flier packets may be sent home with elementary school students three times each school year in accordance with guidelines developed by the director of communications.
- District-approved fundraisers may be publicized on District, school and program websites and web pages. Any other web-based advertising is only authorized on web pages specifically designated for that purpose by the director of communications.

- Paid advertisements may be aired on channel 10, the District's educational access television channel, in accordance with guidelines developed by the director of communications. No such advertisement shall exceed 30 seconds in duration, and no more than six such advertisements shall be aired in any one hour.
- Advertising notices, signs and posters no larger than 2 feet x 3 feet may be posted, and advertising notices, pamphlets and fliers may be made available on stands or table displays, in school cafeterias, lobbies, indoor common areas and hallways, in accordance with written guidelines developed by the school principal.
- Advertising signs and banners may be posted in school gymnasiums and at outdoor athletic facilities in accordance with written guidelines developed by the principal at each school.

Adopted by Superintendent: October 25, 2010

CROSS REFS:

CA, District Governance

EHA, District Information Technology

KHC, Distribution/Posting of Promotional Materials