

COMMERCIAL ADVERTISING

Pursuant to the School District's authority to manage the property and publications of the District, and in order to contribute funds for the benefit of the School District, the Board of Education hereby authorizes the Superintendent to make certain publications and property available for commercial advertising purposes, at such rate, manner, and duration as the Superintendent deems appropriate and in the best interests of the School District. The Board of Education recognizes that these venues constitute nonpublic forums, and the use of such venues for commercial advertising purposes, only, is not intended by the School District to create either a limited public forum or a public forum. The rates established shall be uniform for all commercial advertisers as hereinafter described, subject only to rate adjustments as may be appropriate over time.

For purposes of this Policy, "commercial advertisers" shall include sellers of products or services which are available to the public at large. Advertising/promotion opportunities on school district property will be subject to restrictions in keeping with the District's philosophy, standards and policies. In keeping with this, no advertising will be allowed which:

- a. Promotes hostility, disorder or violence
- b. Attacks ethnic, racial or religious groups
- c. Is libelous
- d. Invades the rights of others
- e. Inhibits the functioning of the school
- f. Overrides the school's identity
- g. Promotes, favors or opposes the candidacy of any candidate for election
- h. Promotes the use of illegal drugs, alcohol, tobacco or firearms

Also for purposes of this Policy, "commercial advertisers" shall not include purveyors of products or services which are inappropriate for purchase or consumption by students. The Superintendent shall be the final administrative arbiter of whether or not a commercially available product or service falls within the foregoing proscribed categories, subject only to review by the Board of Education if requested in writing by a commercial advertiser or, if it involves the renaming of a facility or reuse of the property or is requested by the Board of Education.

The School District shall not permit advertising which is misleading, deceptive, fraudulent, or which advocates the performance of illegal acts, or is otherwise inappropriate for school-aged persons.

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These venues shall not be available for expressive purposes other than the permissible forms of commercial speech described herein, and all forms of noncommercial speech including, but not limited to, political speech shall be prohibited.

4-10-97

Effective 8-1-97

03/08/01

04/24/02