

Students Advertising and Sponsorship of District Communications

The District employs various types of communication media including, but not limited to, announcements, bulletin boards, telephone messages, newsletters, and other publications. The various types of media are used to effect communication with the District's students, its employees, parents, and other citizens in the District. The District permits and supports various student publications. The use of paid sponsorship, in the nature of advertisements, commercial messages, or sponsorship announcements (hereafter collectively "sponsorships") can be beneficial in helping the District defray the cost of communication, involving the community in District activities, and providing significant experience to students. However, the content of sponsorship could be contrary to policy or program in the District. The identity of a sponsor could place the District in the position of appearing to support or encourage the message implicit in the identity of a sponsor or of appearing to support or encourage a particular sponsor. While the District's communications are a part of its discharge of its responsibility as a common School District, the content of sponsorship messages or approbation of any sponsor is not a part of the educational program in the District. The District does not intend to create a public forum either by conducting its communications in any particular format or by permitting or seeking sponsorships for some or all of its communications. To protect its role as a common School District, the District reserves the right to limit sponsorships and to limit content of any proposed sponsorship of any of its communications. The District shall review each proposed sponsorship and the nature and content of such sponsorship to determine whether it is in the interests of the District to permit such sponsorship for the particular communication.

Permitted Sponsorship

Sponsorship of District communications shall be permitted only as follows:

1. The Board shall approve which communications, if any, may include sponsorship.
2. Sponsorship shall not be permitted which directly or indirectly: (a) is of a political nature, (b) is of a nature which addresses or supports subjects of controversial nature in the community, (c) is of products of a controversial nature in the community, (d) supports any religion or religious philosophy, (e) promotes the use of any substance or product not routinely legal or appropriate for use or consumption by students in the District, or (f) contains a message contrary to the educational mission or program of the District.
3. The Superintendent or designee shall review all proposed sponsorships to determine their suitability pursuant to these standards.

Adopted: June 24, 1993