



**NORTH ALLEGHENY
SCHOOL DISTRICT**

SECTION:	OPERATIONS
TITLE:	APPROVED COMMERCIAL ADVERTISING
ADOPTED:	<i>5/24/17</i>
REVISED:	

833 - APPROVED COMMERCIAL ADVERTISING

Section 1. Purpose

The Board recognizes that the sale of advertising in District facilities and/or in publications or other District communication vehicles such as the District website can serve as an important source of revenue enhancement. In certain instances and within certain limitations, it may be in the best interest of the District to enter into sponsorship and advertising relationships with outside entities for a fixed period to supplement the public funding available to support District programs. It is the purpose of this policy to establish appropriate parameters for such advertising that support and protect the mission and vision of the District.

Section 2. Authority

Any and all advertising in the North Allegheny School District is subject to the approval of the Superintendent in accordance with the requirements of this policy and any related Administrative Procedures and practices.

Section 3. Definition

Advertisement - any payment of money or other economic benefit to a school or the District that requires visual, audio, textual, or video placement of a name, slogan, logos, or product message on a District property, publication, or in another communication vehicle. The term 'advertisement' does not apply to other fundraising activities for non-profit, charitable organizations, such as walk-a-thons or food drives, or approved fundraising activities for District-related programs, such as magazine or food sales. It also does not apply to outright gifts to which no quid pro quo is attached.

Section 4. Guidelines

- a. Proceeds from Sale of Advertising - All proceeds from the sale of advertising must be deposited into the North Allegheny School District General Fund upon collection. Funds may be designated for project or expenditure upon the approval of the Superintendent.

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- b. No Commercial Advertising in the Classroom - Except for classroom instruction/information relating to advertising, students shall not be required to listen to, read, or be subjected to commercial advertising in the classroom or in school-provided materials in curriculum-related activities as provided by this policy.
- c. Advertising Standards and Applicable Restrictions - Advertising opportunities in the North Allegheny School District will be in keeping with the standards of good taste and will model and promote positive values for our students. Advertisements must promote a responsible, healthy lifestyle, and be consistent with community values. All advertising is subject to final approval of the Superintendent. Accordingly, the following restrictions will apply to approve advertisements.

An approved advertisement must not:

1. Inhibit the normal, daily functioning of the District or any school.
 2. Violate the rights of any individual.
 3. Use the name, likeness, or other personal attributes of a celebrity or public figure without their written permission.
 4. Attack ethnic, racial, or religious groups.
 5. Discriminate, demean, harass, or ridicule any person or group of persons.
 6. Be libelous.
 7. Promote hostility, disorder, or violence.
 8. Promote, favor, or oppose any political candidate, organization, cause, issue, or agenda at the national, state, county, or municipal level.
 9. Promote, favor, or oppose any religious event, organization, representative, issue, or agenda.
 10. Be obscene, pornographic, or sexually explicit.
 11. Promote the sale or use of drugs, alcohol, tobacco, or firearms.
 12. Use the District logo without prior approval or override the District or any school's identity.
 13. Conflict with the District's own programs, partnerships, or curriculum.
- d. Advertiser Responsibility - In addition, all advertisers will be responsible to assure that advertisements and signs comply with applicable municipal codes

and regulations and to obtain and pay for any applicable governmental fees. Advertisers shall indemnify and hold the District harmless from any claims including those for bodily injury and intellectual property right infringement, etc., arising out of the publication and/or posting of paid advertisements and/or signage.

- e. District Disclaimer - Paid advertisements in District communications and/or on District property do not represent the District's endorsement or approval of the matters or organizations represented in the advertisements. An advertiser may be required to include a statement to that effect in their advertisement.

Section 5. Delegation of Responsibility

The Superintendent or designee will approve or deny all applications for advertising under this policy, based upon the related Administrative Procedures.

References:

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Replaces Policy:

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