

ADVERTISING

Policy 851
(formerly KJ)

The Board of Education recognizes that funds raised from advertising shall provide an alternate stream of revenue for the general district operating budget. The purpose of advertising is to raise revenue; it explicitly does not create a public forum for public expression.

Advertisement is defined as an economic benefit with the specific purpose of promotion that requires selling space or time. The term advertising does not include student fundraising or outright gifts. The District will consider its' responsibility to provide an environment that is conducive to learning and the need to protect the District's integrity and image while also reflecting the community's values.

Advertising shall be limited to areas and activities that are primarily public venues; advertising may be allowed on athletic facilities, gymnasiums, event programs, school publications or other venues which are directed to members of the public. Advertising shall not be directed at student learning environments.

The Superintendent shall be responsible for approving advertising. The District shall allow a paid advertisement when it meets all of the following criteria:

- is consistent with law and the District's vision, mission, values, and goals
- is suitable for student cognitive, emotional, physical, and social development
- is not disruptive to the school environment nor does it inhibit the operation of any school
- does not promote tobacco, alcohol, drugs, weapons or a political affiliation
- is not vulgar, offensive, sexual, or obscene

No advertisement shall be construed as an endorsement of the goods or services by the Board or Altoona School District. The Board reserves the right to reject any advertisement for any reason.

The Superintendent shall provide an annual review to the Board that assesses the budgetary and educational impact of advertising within the District.

CROSS REF: 374 – Fundraising
810 – School-Community Relations
840 – Public Gifts to the Schools
850 – Charity Drives
940 – Naming Rights

ADOPTED: 09/01/81
AMENDED: 06/04/12