

ADVERTISING

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The District 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 it's 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 at members of the public. Advertising shall not be directed at student learning environments.

The Director of Finance and Operations shall be responsible for approving any advertising. The District shall allow a paid advertisement when it meets all of the following criteria:

- is consistent with law and the District's policies 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 the School District of Altoona. The District reserves the right to reject any advertisement for any reason.

Adopted: 09/01/81
Amended: 06/04/12
12/20/21