

COMMUNITY RELATIONS
ADVERTISING AND FUND RAISING IN THE SCHOOLS

GKB
(LOCAL)

PROMOTIONAL
ACTIVITIES

School facilities shall not be used to advertise, promote, sell tickets, or collect funds for any nonschool-related purpose without prior approval of the Superintendent or designee. ~~Nonschool-related organizations may use school facilities only in accordance with GKD.~~

[For information relating to non-school use of facilities, see GKD.]

ADVERTISING

For purposes of this policy, ~~The Superintendent or designee shall use methods to solicit bids or proposals for~~ advertising shall mean a communication designed to attract attention or patronage by ~~in a reasonable, lawful, and open manner calculated to maximize the public or revenue for the District.~~ Advertising in school community and communicated through means under the control ~~publications and in instructional materials shall be in accordance with policies FMA and EFA, respectively.~~

~~The Superintendent or designee may, on behalf of the District in exchange for consideration to the District. "Advertising" does sell advertising to appear on or in athletic event programs, athletic field fences, scoreboards, and other appropriate medium. Such advertisements shall not include public recognition compromise safety; endorse or promote political candidates; attempt to influence the outcome of any election; promote any religious denomination, sect, or society; promote hostility, disorder, or violence; attack ethnic, racial, or religious groups; promote the use of donors or sponsors who have made contributions, financial or otherwise to drugs, alcohol, tobacco, or firearms; or inhibit the functioning of the District or any school support organizations, motor vehicle, or equipment. All such advertising shall be in good taste and reflect positive values.~~

Advertising shall be accepted solely for the purpose of generating revenue for the District and not for the purpose of establishing a forum for communication. The District shall retain final editorial authority to accept or reject submitted advertisements in a manner consistent with the First Amendment. The District shall retain the authority to determine the size and location of any advertising. The District shall also reserve the right to reject advertising that is inconsistent with federal or state law, Board policy, District or campus regulations, or curriculum, as well as any content the District determines has a reasonable likelihood of exposing the District to controversy, litigation, or disruption.

Acceptance of advertising shall not constitute District approval or endorsement of any product, service, organization, or issue referenced in the advertising, nor shall acceptance of

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advertising from a vendor determine whether the District will purchase goods or services from the vendor through the District's formal procurement process.

[For information relating to school-sponsored publications, see FMA.]

BOOSTER
ORGANIZATIONS

Booster organizations shall be authorized by the District to sell advertising.