



Title: **Advertising in Schools**

Code: KHB

Section: Section K: School/Community Relations

The Board of Education endorses revenue enhancement through advertising and sponsorship programs. The actions authorized by this policy are recognized as being secondary to the primary mission of the District. Any activity occurring within this context will not distract from the goals and objectives of the district, the individual school or facility. It is the expressed intent of the Board of Education not to open a public forum for expressive activity as a result of this policy. The intent is to provide an opportunity for generating additional revenue in a manner consistent with sound educational practices. Fees for such advertising and sponsorship are to be developed by the Superintendent or designee, and in all cases they will be in line with fair market value. The Superintendent or designee shall promulgate appropriate regulations to implement this policy.

Commercial Messages

District property, materials, or resources which are not otherwise needed for District purposes may be used for appropriate commercial messages for a limited and specified period of time. Advertising will be limited to areas not related to the direct academic instruction of students or in any way occupy space that would normally be utilized by students for instructional purposes or the displaying of student work or productions.

Products and services which are inconsistent with the District's mission include, but are not limited to, tobacco products, liquor products, drug paraphernalia, firearms or dangerous weapons, birth control products or services, gambling opportunities or aids, and movies, performances, or publications which members of the student population are unable to attend or purchase either with or without the consent or accompaniment of an adult.

The District further reserves the right to reject any advertisement which is inappropriate

for display on school property, materials, or resources. Such advertisements include, but are not limited to, those which are not suited to a young audience; those which may demean, attack, or insult a segment of the community; and those which may associate the District with a matter of public controversy.

Celebratory Notices

District property, materials, or resources which are not needed for educational purposes may be used for celebratory notices drafted by the District and sponsored by advertisers as outlined in regulation.

Other Sponsorship Programs

Eligible advertisers may sponsor programs on a class, school, or District-wide basis, and receive appropriate recognition for their sponsorship.

Adopted/Approved: June 8, 1995

Reviewed: June 17, 2004

November 1, 2006

June 23, 2021

Legal Refs:

C.R.S. § 22-32-110(1)(f)

1 Colo. Code Regs. 301-25, § 63.08

Adopted: **June 08, 1995**

Last Reviewed: **June 23, 2021**