

ALLENTOWN SCHOOL DISTRICT

SECTION: COMMUNITY

TITLE: ADVERTISING

ADOPTED: August 23, 2007

REVISED:

913.1. ADVERTISING	
1. Purpose	Allentown School District will seek to enhance revenue through advertisement and/or corporate sponsorship. All such advertising will meet standards of good taste and will reflect positive values.
2. Delegation of Responsibility	<p>All agreements and contracts, including but not limited to multiple year or competition-exclusive, must be approved by the Superintendent and Board of Directors. The Board reserves the right to reject any and all agreements and contracts that do not comply with the policies and mission of the School District.</p> <p>Corporate support and individual support for district-wide programs will be managed from the central administration office.</p> <p>There will be multiple levels of sponsorship for advertisers.</p>
3. Guidelines	<p>A review board shall be established by the Superintendent/designee to make decisions about advertisers as needed. The review board should include representatives from the community, parents/guardians, and staff.</p> <p>Advertising opportunities in the Allentown School District shall be subject to the requirements of the Drug Free Schools and Community Act. There will be designated restrictions in keeping with contemporary standards of good taste and modeling and promoting of positive values for our students. In keeping with this, no advertising will be allowed which:</p> <ol style="list-style-type: none"> 1. Promotes hostility, disorder, violence, or illegal activity. 2. Attacks individuals or groups on the basis of ethnicity, race, religion, gender or sexual orientation. 3. Is libelous. 4. Promotes or extols gaming.

5. Inhibits the functioning of the school.
6. Overrides the school's identity.
7. Promotes, favors or opposes the candidacy of any candidate for election, or any public question submitted at any general, county, municipal or school election.
8. Promotes the use of drugs, alcohol, tobacco or firearms.
9. Promotes any religious organization.
10. Relates in any way to any gangs and/or gang-related symbols, graffiti, messages, insignias or signs.
11. Uses obscene, lewd, vulgar or profane language or symbols.

Appropriate media and venues for advertising might include:

1. Banners/signs.
2. Athletic and other uniforms.
3. District level publications.
4. Television.
5. Athletic facilities.
6. District level projects.
7. Community education advertising.
8. District level activities at state tournaments.

School-sponsored organizations may, with permission, use school bulletin boards and public address systems free of charge, to disseminate information on applying for membership, activities, schedules and events. Examples of organizations include sports boosters, band boosters, PTA, etc. All bulletin board posters are subject to the same guidelines as listed for advertisers.

	<p>Youth-related organizations may, with permission, use school bulletin boards free of charge to disseminate information on membership applications, activities, events and schedules. Examples of such organizations include Scouts, various youth groups open to all where the activity is not sponsored by a religious organization.</p> <p>School-related organizations including sports boosters, band boosters, PTA, may request limited advertising arrangements designed to fund a specific function or project as approved on an annual basis. All such arrangements must directly benefit the students. If advertising continues after completion of the specific function or project, all revenues will become part of school district funds. All such arrangements are subject to the same guidelines as listed above.</p> <p>The administration will negotiate and approve all placement of corporate advertising on an annual basis.</p>
--	---