

ASPEN ACADEMY

Adopted: April 15, 2008

Revised: June 20, 2017

905 ADVERTISING

I. PURPOSE

The purpose of this policy is to provide guidelines for the advertising or promoting of products or services to students and parents in the school.

II. GENERAL STATEMENT OF POLICY

It is the school's policy that the name, facilities, staff, students, or any part of the school shall not be used for advertising or promoting the interests of a commercial or nonprofit agency or organization except as set forth below.

III. ADVERTISING GUIDELINES

- A. School publications, including publications such as programs and calendars, may accept and publish paid advertising provided they receive advance approval from the appropriate administrator. In no instance shall publications accept advertising or advertising images for alcohol, tobacco, drugs, drug paraphernalia, weapons, or obscene, pornographic or illegal materials. Advertisements may be rejected by the school if determined to be inconsistent with the educational objectives of the school or in direct competition with the school or school's services. Advertisements may also be rejected by the school if determined to be inappropriate for inclusion in the publication. Advertisements may be rejected if determined to be false, misleading, or deceptive, or if the advertisements relate to an illegal activity or antisocial behavior. The school administration is responsible for screening all such advertising for appropriateness, including compliance with the school policy prohibiting sexual, racial, religious, or any other type of harassment. Additionally, the target audience of the advertisement shall be parents, rather than students. Students may not be used as a means to advertise to parents.
- B. The school board may approve advertising in school facilities or on school property. Any approval will state precisely where such advertising may be placed. The restrictions listed in Section A above will apply. Advertising will not be allowed outside the specific area approved by the school board.

Specific advertising must be approved by the Director or designee. In no instance will an advertising device be erected or maintained on school property or within 100 feet of a school that is visible to and primarily intended to advertise to, inform, or attract the attention of operators and occupants of motor vehicles.

- C. Donations which include or carry advertisements must be approved by the school board.
- D. The school may acknowledge a donation it has received from an organization by displaying a “donated by,” “sponsored in part by,” or a similar by-line with the organization’s name and/or symbol on the item. Examples include, but are not limited to activity programs, yearbooks, technology equipment or playground equipment.
- E. Individuals, nonprofit entities, organizations, and businesses may not use the school name, student or staff photographs or likenesses, student work or creations, or school resources or facilities without prior approval from the school board or director. Any such items will be limited to the specific event or purpose for which it was approved by the school board or director.
- F. Contracts for computers or related equipment or services that require advertising to be disseminated to students will not be entered into or permitted unless done pursuant to and in accordance with state law.
- G. The inclusion of advertisements in school publications, in school facilities, or on school property does not constitute approval and/or endorsement of any product, service, organization, or activity. Approved advertisements will not imply or declare such approval or endorsement.

IV. ACCOUNTING

Advertising revenues must be accounted for and reported in compliance with UFARS. A periodic report shall be made to the school board by the Director regarding the scope and amount of such revenues.