

ADVERTISING

The Board of Education intends that its facilities and programs not be used as advertising or promotional media. However, the Board recognizes that modern production; packaging and distribution methods make it all but inevitable that some instructional and ancillary materials will carry advertising or promotional slogans to which students will be exposed.

The Board directs that, where advertising or promotions are presented to students as a part of any school program or are present on any instructional or information materials, the overall benefits of the program or material to the student must clearly outweigh the advertising or promotional benefit contained therein.

The Board further directs that advertising or promotional materials on a limited basis in or on district facilities or grounds are permitted at athletic facilities and on the district's electronic media. Any such permitted activity, advertising or promotional materials shall be defined, regulated and approved by the Board of Education, or its designee. The advertising locations are hereby designated as non-public forums which are being opened for a limited purpose. The balance of the district's facilities, grounds, programs and activities shall remain and are hereby designated as non-public forums.

The Board of Education or its designee shall define, regulate and approve activity on and linking to the district's electronic media.