

Article V.C.10. Advertising and Distributing Information

A. Statement of Policy for Non-School and Non-District Materials

Schools are not a public forum for the distribution of non-school information. Except as specifically provided in this policy, companies, organizations, and individuals from outside the district may not use the schools or other District facilities for the posting or distribution of flyers, advertisements, bulletins, newspapers, posters, coupons, or any other materials.

1. Governmental Publications

The posting or distribution of materials advertising community youth, recreational, or any other programs sponsored by governmental agencies (e.g. county recreation) is allowed for education related purposes. Individuals representing or affiliated with governmental agencies must secure written approval from the District prior to taking materials to the school. Upon receipt of written approval from the District, principals shall determine the time, place, and manner for the distribution of the materials.

2. School Publications

School athletic programs, school calendars, school newspapers, yearbooks, and other similar school publications may contain commercial advertising. All such printed advertising must be approved in advance by the school administration based on the terms of this policy.

3. Elementary School Book Programs

Flyers related to elementary school book programs (e.g. Troll Books, Weekly Readers, Scholastic, etc.) will be allowed according to the terms of this policy at the discretion of school administrators.

4. Incentives

Coupons which grant free access to events or free prizes may be accepted from private entities and used as student incentives at the discretion of school administrators.

5. School Pictures

Student photo information packets may be distributed to students at the discretion of school administrators.

B. Student Contests

Express prior principal approval, in consultation with School Accountability Services, is required for individuals or entities that seek to have District students participate in any type of contest (e.g., read-a-thon, walk-a-thon). The activity must have positive implications for student learning and must be compatible with Granite School District and Utah State Office of Education curriculum guidelines. Contests or programs whose primary emphasis is the promotion of a business or organization will not be approved for use in the schools.

C. Bus Advertising

Bus advertising is permitted consistent with state statutes and rules (*See* Utah Code, 41-6a-1309 and Utah Admin. Code, R909-3). Bus advertising shall be age appropriate and consistent with the District's mission and shall conform to the restrictions in Section D below. Bus advertising may not cover, obscure, or interfere with bus lights or other mechanical or safety functions of the bus and must conform to the technical requirements of Utah Admin. Code, R909-3-3.

D. Political Signs

Political signs are prohibited on District property with the exception that political signs may be posted at the location and during the time that a political party or candidate is utilizing District facilities pursuant to the District's rental policy (*see* Memorandum Number 42). In the event political signs are allowed under such an exception, political candidates, campaign organizers, and political signs shall comply with the requirements of the State Election Code (*see* Utah Code 20A-17-101 *et seq.*), and political signs shall be promptly removed after political events.

E. Prohibitions

1. Content

The following content is prohibited in advertising or communications to students or on school property: images or messages of or related to tobacco, alcohol, or any other controlled substances, materials, or products that may not legally be used by school age children or that are otherwise not in compliance with the state, District, or school rules; images or messages of any product or conduct that may be harmful to the health and welfare of students; images or messages that may be exploitive of students or unduly intrusive into the classroom or home; images or messages that would detract from or interfere with student learning or that would conflict with the educational mission of the schools; images or messages that are pornographic or indecent as defined by Utah law (*see* Utah Code, 76-10-12); or images or messages that would commercialize or damage the image of the District or the schools.

2. Agents

No school or District employee shall advertise or act as an agent for any private business or organization during school hours or while on school property, except in connection with an approved school fund-raising project or an approved elementary school book program.