

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 how and when materials are distributed.

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. Private Student Programs

Private organizations that provide opportunities that directly benefit District students and families, provide development for Utah High School Activities Association sanctioned programs, and do not interfere or compete with school sponsored programs may request permission to disseminate information. Private organizations must obtain written approval from the District prior to taking materials to the school. Upon receipt of written approval from the District, principals shall determine how and when materials are distributed.

4. 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 and principals shall determine how and when flyers are distributed.

5. School Pictures

Student photo information packets may be distributed according to the terms of this policy and principals shall determine how and when information packets are distributed.

6. 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, and principals shall determine how and when to distribute incentives.

B. Student Contests

Express prior principal approval, in consultation with School Leadership and Improvement 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, etc.). The activity must have positive implications for student learning and must be compatible with Granite School District and Utah State Board 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. Bus advertising shall be age appropriate and consistent with the District's mission and shall conform to the restrictions in Section E 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 policies, Administrative Memorandum Number 42, Rental Fees and Fiscal Policy Manual §13, Use and Rental of School Facilities. 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, 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:

- a. violent or hostile images or messages;
- b. images or messages that demean or disparage any individual or group consistent with the District's non-discrimination policies;
- c. images or messages of or related to tobacco, alcohol, or any other controlled substances, or any other materials or products that may not legally be used by school age children or that are otherwise not in compliance with state, District, or school rules;
- d. images or messages that promote entertainment, products, or establishments that students are not legally permitted to access or patronize;
- e. images or messages of any product or conduct that may be harmful to the health and welfare of students;
- f. images or messages that may be exploitive of students or unduly intrusive into the classroom or home;
- g. images or messages that would detract from or interfere with student learning or that would conflict with the educational mission of the schools;
- h. images or messages that are not age appropriate for students at the school, considered sensitive materials, or considered pornographic or indecent as defined by Utah law; (*see* Utah Code, §76-10-12);
- i. libelous or slanderous images or messages;
- j. images or messages that endorse political causes, political parties, or political candidates subject to section D above;
- k. images or messages that are religious or sectarian in nature;
- l. images or messages that conflict with the Board's mission, commercialize or damage the image of the District or the schools; or expose the District or its employees, officers, or agents to censure, damage, ridicule, or reproach; or
- m. representations that the District or its employees, officers or agents, endorse an advertised service, product, or idea unless specifically authorized by the Superintendent.

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.

REFERENCES

Utah Code §20A-17-101 *et seq.*, Election Code

Utah Code, §41-6a-1309, Advertising on a School Bus

Utah Code §53G-10-103, Sensitive Instructional Materials

Utah Code §76-10-1235, Accessing Pornographic or Indecent Material on School Property

Utah Admin. Code, R909-3, Standards for Utah School Buses

Article V.C.15., Student Data and Privacy Protection

Fiscal Policy Manual, §13, Use and Rental of School Facilities

Administrative Memorandum Number 42, Rental Fees