

The Board of Education shall allow paid advertising within district buildings and upon district premises, but only in accordance with the conditions provided in this policy. This policy is intended solely to sell paid advertising to raise revenue to defray costs and expressly does not create a public forum for public expression. Distribution of proceeds of paid advertising shall support extra-curricular programs and will be subject to the approval of the Superintendent.

No advertising may be placed in or used by the District or a school unless such advertising is paid advertising as defined in this policy and approved in accordance with this policy. "Paid advertising" is defined as the payment of money or other economic benefit to the District for promoting the sale of any product, service, activity or program to the community by the District's placing a sign, display, advertisement, banner, etc., on district property, or placing an advertisement in a district program, yearbook, newspaper or other school publication. The use in the schools of curriculum-related material and school supplies bearing the name of a business, publisher or manufacturer shall not be construed as paid advertising under this policy.

No paid advertising shall be construed as or constitute an endorsement by the Board, District or school of any product, service, activity, program or organization and the District reserves the right to reject any paid advertising.

Paid advertising may be allowed on district athletic facilities, stadiums, baseball/softball fields, gymnasiums, program pamphlets, school publications, district website or any other venue where such paid advertising would be directed primarily to members of the public. The following restrictions apply to where paid advertising is placed:

- There shall be no paid advertising in the classrooms or in any other venue where such paid advertising would be principally directed at students.
- There shall be no paid advertising on the exterior of a building, or that involves the erection of an apparatus on school grounds, or that involves the anchoring of signage into a physical wall without the prior written approval of the Facilities and Operations Department. All paid advertising signage must comply with all applicable building codes.
- There shall be no billboards or signage on the top of district buildings.
- The District reserves the right to enter into contracts with individuals or entities for naming rights and advertising on property including scoreboards, athletic fields, or athletic facilities. Any such advertising agreement will be reduced to writing, including the fee, duration of the advertising item, as well as provisions for termination of the contract for advertiser conduct which is significantly inconsistent with the District's educational goals and principals. The Board of Education will vote on all such contracts and will be the final arbitrator of disputes regarding the advertiser's conduct

All paid advertising must meet the following criteria:

- No paid advertising shall conflict with the Board's mission, policies, or the District's curriculum or instructional program.
- No paid advertising shall promote hostility, disorder or violence.

- No paid advertising shall attack, demean, ridicule or disparage based upon membership in any group identified in state and federal anti-discrimination laws and/or in the District's nondiscrimination policies.
- No paid advertising shall be libelous.
- No paid advertising shall endorse a political cause, political activity, political party or candidate for political office or position.
- No paid advertising shall promote drugs, alcohol, tobacco, firearms or gambling.
- No paid advertising shall be inconsistent with the District's nutrition guidelines and the District's school wellness policy.
- No paid advertising shall adversely affect the District's reputation or image.
- No paid advertising shall promote non-district K-12 schools.
- No paid advertising shall advance or endorse any religious organization.
- No paid advertising shall promote non-district programs or services that the Hallsville Public Schools offers.

All paid advertisements must be approved by the Activities Director before being displayed. Decisions made regarding paid advertising must be viewpoint neutral in light of the purpose served by the school. Decisions made by the Activities Director whether to allow or disallow paid advertising may be appealed to the Superintendent or his/her designee, whose decision shall be final.

All paid advertising must be documented by a contract signed on the District's side by the Activities Director or Superintendent. No paid advertising contract shall be of duration of more than one year without prior Board approval.