

# Pennsbury School District

## School Board Policy

Effective Date	Supercedes Index No.	Index No.
<b>11/18/10</b>	<b>1006</b> of 3/21/02	<b>913.1</b>

**Title:** Advertising

**Purpose:** The purpose of this policy is to provide guidelines concerning advertising on School District facilities, vehicles, electronic media, or other property.

This document, Index No. 913.1, replaces the previous Index No. 1006.

**Policy:** Criteria for Approval

Pennsbury facilities, vehicles and other property may carry advertising under the following circumstances:

1. Written proposals and sample copy must be provided to the Chief Executive Officer or Superintendent or his/her designee.
2. Advertising must be non-controversial, non-political, non-religious, dignified and professionally executed.
3. Fees either may be set by the School Board or by a competitive process. Fees must be paid to the School District.
4. Advertising contracts must be approved by the School Board.
5. Advertising that appears in athletic facilities and/or programs must be approved by the Athletic Director.
6. Following approval of advertising contracts by the School Board, the Chief Executive Officer, Superintendent, or his/her designee, may authorize changes to advertising copy and display methods.

### Cable Channel Advertising

Sale of advertising on the Pennsbury School District Cable Channel is not permitted due to licensing restrictions.

However, notices of recognition and appreciation of Pennsbury Partners and other donors may be posted, subject to the approval of the Chief Executive Officer, Superintendent or his/her designee.

### Right to Refuse

The School Board assigns to the Chief Executive Officer or Superintendent the absolute right to reject or cancel, at his/her sole discretion, any proposed advertising, copy or running advertisements which is illegal, controversial, or is not of the highest professional standards.

### **Responsible**

**Administrator:** Business Administrator