



SECTION II: COMMUNITY RELATIONS POLICY 2000

ADVERTISING IN DISTRICT MEDIA AND AT DISTRICT FACILITIES

Purpose: To align advertising in school-sponsored or District-sponsored publications and school or District facilities with the District's educational mission.

The District encourages the use of advertising revenue from businesses and individuals to advance and enhance the educational mission of the District. The District reserves the right to deny advertising space to any business and/or individual who seeks to promote activities or products contrary to the District's mission. Advertising is prohibited in classrooms and on buses.

District Owned Platforms

District owned platforms include, but are not limited to, school newspapers, news-magazines, websites, video news broadcasts, streaming video broadcasts, athletic event programs and yearbooks. The purpose for accepting commercial advertising in district owned platforms is to raise revenue in order to finance district owned platforms and to defray district expenses.

ArrowVision

The District shall not accept advertising on its public TV channel or offer its TV channel to third parties for commercial purposes. The District shall allow advertising on streaming video platforms as approved by the Public Relations department.

No Public Forum

School-sponsored and District-sponsored platforms do not create a public forum or a designated public forum available to anyone as an advertising or speech forum. It is the intention of the District to maintain advertising space in school-sponsored and District-sponsored platforms as nonpublic forums.

All advertising must be approved prior to deployment on/in any district owned platform. Advertising submitted for District-sponsored publications must be approved by the supervising District administrator. Advertising submitted for school-sponsored publications must be approved by the supervising school administrator.

The following advertisements will NOT be accepted for District-sponsored or school-sponsored platforms:

1. Advertisements which can reasonably be construed as pornographic; as defined by local community standards or that are obscene, vulgar, or lewd.
2. Advertisements which are libelous, racially offensive, religiously offensive, or discriminatory, demeaning or harassing on the basis of sex or any other protected category.
3. Advertisements that promote hostility, disorder, or violence.
4. Advertisements that are contrary to the educational mission of the District.



SECTION II: COMMUNITY RELATIONS POLICY 2000

ADVERTISING IN DISTRICT MEDIA AND AT DISTRICT FACILITIES

5. In an effort to maintain neutrality on controversial issues, advertisements that promote, favor, or oppose controversial political or societal issues.
6. Advertisements that promote a partisan position on a candidate for public office or promote a partisan position on a bond or budget issue or any public question to be submitted at any election.
7. Advertisements that proselytize or espouse religious beliefs or exhort affiliation with any religious organization or religious belief. This restriction does not prohibit religious organizations from advertising their name, address and non-proselytizing messages.
8. Advertisements that use any District or school logo without prior approval.
9. Advertisements that interfere with existing District marketing programs or any existing District contracts.

Advertisements for any of the following will not be accepted:

1. X-or R-rated movies
2. Tobacco products
3. Alcoholic beverage products, including low point beer
4. Medical marijuana products, dispensaries, processors, growers or other marijuana-related businesses.
5. Drugs or drug paraphernalia
6. Firearms or other dangerous weapons
7. Birth control products or information
8. Gambling
9. Tattoos and body piercings

Fees to be charged for commercial advertising in school-sponsored and District-sponsored publications are within the discretion of the supervising school administrators and the supervising District administrators, respectively. Similarly, advertising copy deadlines, restrictions on advertisement size, total advertising space, etc., are within the discretion of the supervising administrators.

Advertising on Athletic Facilities



SECTION II: COMMUNITY RELATIONS POLICY 2000

ADVERTISING IN DISTRICT MEDIA AND AT DISTRICT FACILITIES

The District Athletic Director may allow advertising on signs on available space at District athletic facilities. All signs at a particular location will be of uniform size. If the athletic department provides the materials for the sign, the painting of the advertisement language and designs, the sign installation, and sign maintenance, the sign revenue shall be deposited in the school district's general fund. If the sign materials, painting, installation, and sign maintenance is provided by a booster club, the sign revenue shall be deposited in that booster club account.

The athletic department will determine the locations at a facility where signs will be displayed. The athletic department will establish a maximum number of signs for display at each location.

Each proposed advertiser will submit the proposed sign design, color, and the language of the advertisement in advance for approval. No sign will be prepared until it is approved by the athletic department. The posting of signs on school property does not create an advertising or speech forum available to anyone.

Because spectators may perceive a sign on school property to bear the school's or the District's approval of the advertised product or service and associate the school or the District with a particular advertisement and because children of young age attend school athletic events, signs must conform to the requirements and restrictions for advertising in District-sponsored or school-sponsored publications, as stated in the District Owned Platforms section of this policy.

Advertising on other facilities or property not specified in this regulation shall be subject to approval by the Superintendent or designee.

Source: *Broken Arrow Board of Education policy adoption, July 13, 2009.*
Broken Arrow Board of Education policy revised, July 10, 2017.
Broken Arrow Board of Education policy revised, December 11, 2017.
Broken Arrow Board of Education policy revised, November 12, 2018.
Broken Arrow Board of Education policy revised, November 9, 2020.