

Book	Policy Manual
Section	700 Property
Title	Advertising on School Property
Number	711
Status	1st Reading

Purpose

The purpose of this policy is to balance the Board's commitment to educational integrity and quality with acceptance of financial support through permitted commercial advertisements on designated school premises and facilities. In doing so, the Board will make a conscious and consistent effort to assure that the Board's commitment to the district's educational mission is not compromised.

The Board further recognizes that the sale of advertising at its athletic facilities can serve as an important source of revenue enhancement. It is the objective of this policy to establish parameters for the advertisement at district athletic facilities. It is the objective of this policy to establish parameters for advertisement at district athletic facilities.

Authority

Any and all signs and/or the content thereof are subject to the approval of the district. All signs and advertising must be within the boundaries of good taste within the Coatesville Area School District and may not be inconsistent with the district's educational mission. Advertising of any product that is unlawful will be prohibited, including products that are unlawful only for school-aged children, such as alcohol and tobacco. Advertising will also not be permitted if it is obscene, lewd, vulgar, libelous, invades the privacy of another person in violation of the other's legal rights, constitutes fighting words, or, which materially and substantially interferes with or may be disruptive to the educational process or the requirements of appropriate discipline in the operation of the school.

School premises shall not be used for commercial advertising purposes without the approval of the Board on a case-by-case basis. The school property subject to this policy includes all athletic field fixtures such as scoreboards, press boxes and fences, other premises as designated by the Board in its sole discretion, the district's official website and all other websites maintained (hereinafter collectively the "designated premises"). The advertising spaces on these designated premises are declared to be nonpublic fora limited to commercial advertisements which are in conformity with this Board policy for the purpose of generating revenue for the district. The overall goal is to achieve additional revenue to support district programs in a manner that limits commercial advertisements to areas such as locations of major athletic and activity events such as stadiums, athletic fields, tracks, and gymnasiums, as well as the district's official website and any related official websites for district programs.

The Director of Elementary & Secondary Education shall assume the responsibility for ensuring compliance with the laws of the Commonwealth of Pennsylvania and this policy, related policies, and established guidelines or administrative regulations.

Guidelines

Any signs posted at outdoor facilities must be on the inside of the fence, and only at locations approved by the district. The signs must face toward the athletic field, and must not extend beyond the height, length, or width of the existing fences.

Signs may be posted only at locations approved by the district. All signs must conform to specifications established by the school district, including, but not limited to, the material composition, size, and appearance.

Signs shall be authorized for specified durations. Terms exceeding one (1) year shall be subject to approval of the Board.

The district may limit the period of time during the year when advertising signs may be posted. If the signs are not removed in a timely manner by the advertiser, the district will remove the signs.

The school district may limit the total number of signs that may be erected at any one time, so as to minimize distractions for athletics and spectators who use the facility for athletic events, for aesthetics, or for any other reason at the discretion of the school district.

The advertiser shall be fully and exclusively responsible for all costs and expenses associated with the procurement, erection, maintenance, and removal of the sign(s), unless waived by the district, in a public school board meeting. Any maintenance, repair or removal of an approved sign shall be subject to the direction and supervision of the school district. All signs must be maintained in good condition meeting district standards as established/determined by the school district. If any sign becomes damaged or requires repair for any reason, it is the sole and exclusive responsibility of the advertiser that erects the sign to repair or remove it. In the event the district becomes aware of any sign requiring repair or removal, the district shall notify the responsible advertiser. The advertiser must repair or remove the sign within seventy-two (72) hours of notification. If the advertiser does not repair or remove the sign as required, the district will remove the sign and invoice the advertiser for all labor and material costs incurred.

The advertiser shall indemnify and hold the school district harmless from any claims, including those for bodily injury and intellectual property right infringement, arising out of the erection, presence, maintenance, and removal of the advertiser's sign on the district's property.

Advertising fees shall be subject to the approval of the Board. All proceeds for the sale of advertising at district athletic facilities shall be used at the discretion of the district.

Advertising signs shall include a statement that advertising on school property should not be construed as an endorsement by the district of the product or service being advertised.

All advertisers shall be required to execute an agreement, in a form approved by the school district solicitor, in advance of the placement of any sign.

Any sponsor wishing to place an advertisement on designated premises in accordance with this policy must submit a written application which depicts the proposed advertisement. After reviewing an application, administration may enter into discussions with the proposed sponsor concerning the location and size of the permitted advertisement and the terms of a written contract, which shall be in a form acceptable to the district's Solicitor. The Board shall approve any contract for advertising on designated premises, and the Board shall periodically approve a schedule of fees for advertising agreements.

Any approved advertising on district designated premises must be consistent with the district's educational mission and goals, promote a responsible and healthy lifestyle and be consistent with community values.

Under special circumstances, groups wanting to advertise to raise funds for specific equipment or for a major capital improvement project in the district, must fill out an application to request and receive Board approval prior to entering into an advertising agreement. The advertising agreement will be between the District and the Advertiser. The Board maintains the right to accept or reject any application

Accordingly, for an advertisement to be approved, it must comply with all required restrictions of the Board which shall include, but not be limited to the following:

1. It must not create a material or substantial disruption to school operations.
2. It must not attack ethnic, racial, or religious groups.
3. It must not discriminate, demean, harass or ridicule any person or group of persons.
4. It must not be libelous.
5. It must not promote hostility, disorder or violence.
6. It must not be contrary to the district's educational mission or goals or be inconsistent with community values.
7. It must not promote, favor or oppose any political party or the candidacy of any candidate for election, adoption of any bond issue or any public questions submitted at any general, county, municipal or school election.
8. Political signs may not be displayed on any district building and grounds including, but not limited to, athletic fixtures such as scoreboards, press boxes, fences, tracks, fields, and gymnasiums.
9. It must not promote any religious or political organization or party.
10. It must not be obscene, pornographic or sexually explicit as defined by prevailing community standards throughout the district.
11. It must not promote the sale or use of drugs, alcohol, tobacco or firearms.
12. It must not use any district or school logo without prior approval.
13. It must not reflect poorly or negatively on the school district or community as determined by the school district in its sole discretion.

Delegation of Responsibility

It is the responsibility of the Director of Elementary & Secondary Education to:

1. Establish specifications for signs authorized by this policy, including those regulating the material, size and composition of such signs.
2. Establish guidelines for the number and location of signs that may be posted on the district's designated premises.
3. Evaluate and approve or disapprove all requirements involving requests for advertisement consistent with this policy.
4. Negotiate with prospective advertisers concerning proposals for fees for advertising, and the size, location, and content of advertisements, and seek Board approval of the guidelines resulting from these negotiations and all contracts with advertisers.

Last Modified by Coatesville Policy Staff on June 10, 2018

