

KHB ADVERTISING IN SCHOOLS

No materials from outside of the school system used for propaganda purposes (ideas, facts, or allegations spread deliberately to further a cause or to damage an opposing cause) shall be permitted to be posted in school buildings or on school grounds or properties while students are present for instructional or recreational purposes.

School sponsored student government activities, mock elections and promotions are exempt from the prohibition against propaganda posting.

Student publications may contain authorized advertising when the materials are produced by student organizations.

Approved student sponsored activities may be allowed to utilize authorized business partners that declare support for the school or school activity through the usage of temporary signage or promotional materials.

Unless otherwise prohibited by law nothing herein shall be construed to prevent the District or a District school from the sale of advertising space in accordance with A.R.S. [15-342](#) subject to the following conditions:

Advertising on District Vehicles:

- Advertisements shall be age appropriate and not contain promotion of any substance that is illegal for minors, such as alcohol, tobacco and drugs, or gambling. Advertisements shall comply with the state sex education policy of abstinence. The District reserves the right to refuse any advertising or sponsorship that would otherwise be inappropriate with the values, beliefs, core purpose and educational mission of the Scottsdale Unified School District as determined by the Superintendent or Superintendent's designee.
- The District and its schools will not allow advertisements that, in the judgment of the Superintendent or the Superintendent's designee, would:
 - Cause the District to violate and/or conflict with state or federal laws or its Board policies, regulations and code of conduct such as the use of drugs, alcohol, weapons and harassment.
 - Violate and/or conflict with student wellness policies and practices.
 - Proselytize a particular religious or political belief.
 - Promote illegal discrimination on the basis of gender, race, religion, national origin, ethnicity, sexual orientation and/or disability.

- Promote businesses and educational institutions which compete with the same services found within the organizations of Scottsdale Unified School District.
 - Promote illegal activity of minors.
 - Contain words, symbols or images that would be regarded as lewd, obscene, vulgar, or plainly offensive if communicated by a student on school grounds.
 - Defame a person or organization.
 - Threaten serious disruption of a school or school-sponsored activity.
 - Promote or oppose any political organization or religion.
 - Promote the nomination, retention or election of any person to public office.
 - Promote any federal, state or local ballot issue, ballot question or matter that is or may be at issue in a public election.
 - This list is not all inclusive. The District reserves the right to refuse advertising that would otherwise be inappropriate in the judgment of the Superintendent or the Superintendent's designee.
- Advertising shall not reference or be related to political figures, elections, or issues. Advertisements that refer to a religious affiliation, figure or event shall not be authorized.
 - No District or school names, logos, mascots or official colors shall be authorized for use by or for any non-District businesses, products, activities or causes unless otherwise approved in writing by the Superintendent or the Superintendent's designee. With prior approval by the Superintendent or the Superintendent's designee, parent teacher organizations, booster clubs, official District partners and businesses that have been approved through the District's procurement process may use such school names, logos, mascots or official colors.
 - Non-District organizations and private individuals shall not be permitted to use District resources for direct marketing to District employees, students, or their families unless otherwise provided in this policy or approved in writing by the Superintendent or the Superintendent's designee.

- The District's advertising agreement shall be entered into prior to any advertising within the District and shall be reviewed by the District's legal department.
- All advertising designs and artwork shall be reviewed first by the communications department and approved by the Superintendent or the Superintendent's designee.
- All fees for advertising are subject to a deposit or full payment in advance of services rendered.

Advertising on Buses

Scottsdale Unified School District (SUSD) may sell space on the exterior of its school buses for advertisements. Advertising approved by the Governing Board or designee for the exterior of school buses may appear only on the sides of the bus in the following areas:

- The signs shall be below the seat level rub rail and not extend above the bottom of the side windows.
- The signs shall be at least three inches (3") from any required lettering, lamp, wheel well or reflector behind the service door or stop signal arm.
- The signs shall not extend from the body of the bus so as to allow a handhold or present a danger to pedestrians.
- The signs shall not interfere with the operation of any door or window.
- The signs shall not be placed on any emergency doors.

Prior Approval of Advertising:

- All advertising must be submitted for approval to the Superintendent or the Superintendent's designee prior to its display on school vehicles. All advertising will be reviewed by the Office of Communications.
- The Superintendent or the Superintendent's designee will approve or reject, in accordance with these guidelines, every advertisement offered for placement on school vehicles. To facilitate this process, the advertisement, including its graphic design, must be submitted to the Superintendent or the Superintendent's designee in sufficient detail to determine the content and general appearance of each advertisement. The Superintendent or the Superintendent's designee may direct the removal of advertising that causes public criticism or is found offensive by students or members of the public.

- The District may use all unsold advertising space at its sole discretion.

Advertising Disclaimer:

- Acceptance and posting of advertisements or product announcements does not imply that the District endorses any particular product, service, or technique. Nor does it reflect the opinion of the District regarding any such product, service, or technique. The District does not control the content of outside websites and does not sponsor or endorse any messages, products or services contained on such websites.

Advertising Fund:

- The District has an advertisement fund that is composed of revenues from the sale of advertising. The monies in the advertisement fund are not subject to reversion.

Requests for advertising to promote the merit of any product by brand name or trademark shall be submitted to the Superintendent or the Superintendent's designee.

Adopted:

LEGAL
A.R.S.
[15-342](#)

REF.:

CROSS REF.:
[DFE](#) - Income from School Sales and Services
[EEAFB](#) - School Bus Advertising
[KHA](#) - Public Solicitations in Schools