

## **ADVERTISING IN SCHOOLS/DISTRICT**

Advertising opportunities in Colorado Springs School District 11 (the District) will be subject to certain restrictions in keeping with contemporary standards of good taste and will seek to model and promote positive values for students. In keeping with this, no advertising will be allowed which:

- Promotes hostility, disorder or violence
- Attacks ethnic, racial or religious groups
- Invades the rights of others
- Inhibits the functioning of the school
- Overrides the school's identity
- Promotes the use of drugs, alcohol, tobacco or firearms
- Promotes any religious organization
- Promotes, favors or opposes the candidacy of any candidate for election, adoption of any bond issue or any public question submitted at any general, county, municipal, school or other election.

Appropriate media and venues for advertising might include:

School/District web pages or social media

- Banners/signs
- Athletic and other uniforms
- District-level publications
- Television
- Athletic facilities
- District-level projects
- Community education advertising
- District-level activities at state tournaments
- Exterior of District buses

School-related and youth-related organizations, with the principal's approval, may use designated display areas free of charge to disseminate information on applying for membership, activities,

events and schedules. School-related organizations also may use the public address system for the same purpose. All postings are subject to the same guidelines as listed for advertisers.

School-related organizations include PTA, PTO, and the city's Parks and Recreation department. Youth-related organizations include Scouts, Little League and various groups open to all, where the activity is not sponsored by a religious organization.

The building administrator will approve where nonschool-related groups may display announcements of events, posters, invitations and advertisements.

The school public address system should not be used to announce activities that are not school/District-endorsed activities.

Approved June 1993  
Revised January 1988  
Revised October 1995  
Revised May 28, 2014  
Reviewed January 25, 2017