

## **KJ    Commercial Signage on School Property**

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The district will permit commercial signage or advertising at certain specified locations on district-owned or leased property in accordance with the provisions of this policy and associated guidelines. District-approved signage locations are non-public forums intended for the sole purpose of generating revenue for district activity and athletic programs. Only commercial signage or advertising for products and services that has been approved by the superintendent, or the superintendent's designee, will be permitted. No signage or advertising containing or promoting political, personal, controversial or religious beliefs will be allowed. The board delegates to the superintendent, or the superintendent's designee, the sole discretion to approve or disapprove signage or advertising under this policy.

1. All signage or advertising must be consistent with the educational nature of the district. It must be appropriate for people of all ages and may not contain anything of a nature or intent that is obscene, profane, vulgar, prurient, defamatory, abusive, sexual, discriminatory, or that promotes goods or services which may not be sold to persons under the age of 18.
2. Without limiting the generality of the foregoing, signage or advertising for certain products and services is prohibited, including, without limitation:
  - a. liquor or other alcoholic or cereal malt beverages and products;
  - b. a business that sells liquor or other alcoholic or cereal malt beverages as its primary (more than 50%) product, i.e., retail liquor store;
  - c. firearms and all other forms of weaponry;

- d. condoms, prophylactics, and other birth control devices, products, and programs;
  - e. pornographic publications, video, audio, or computer products;
  - f. a business that sells pornographic products or materials as its primary (more than 50%) product;
  - g. illegal substances (drugs) and drug paraphernalia;
  - h. tobacco and tobacco products, including cigarettes, cigars, chewing tobacco, pipes, pipe tobacco, rolling papers and all other tobacco-related products, e-cigarettes, and vapor pens.
3. The superintendent, or superintendent's designee, must specifically approve any signage or advertising before it is installed. The district reserves the right to recommend changes to or disapprove any signage or advertising not in compliance with this policy. Signage or advertising at each visibility level will be of a specific and uniform size and production quality for all advertisers at that level.
4. Before any signage or advertising is authorized pursuant to this policy, the district will enter into a contract with the advertiser which will specify the terms and conditions of the proposed signage or advertising, including the fee to be paid to the district for the signage or advertising and the term of the contract. Unless agreed upon in writing prior to installation of signage, the purchase, installation and maintenance of the signage or advertising will be the sole responsibility of the advertiser. During the term of the contract, district personnel will monitor the signage or advertising and will notify the advertiser in writing if the

signage or advertising is in need of maintenance or repair. Failure of the advertiser to properly maintain and repair any signage or advertising will result in removal and storage of the signage by district personnel. In general, any signage or advertising will be deemed in need of maintenance or repair when it evidences chipped paint, significant fading, or physical damage due to forces of nature or other events that are beyond the district's control. The term of the contract will not be extended if signage or advertising is removed and stored because of the need for maintenance or repair.

Approved: 7/24/17

KASB Recommendation – 3/00; 4/07; 4/16