

DISPLAY OF ATHLETIC ADVERTISING SIGNAGE

For purposes of this policy, the schools of the Poway Unified School District shall be considered "closed forums." Nothing in this policy, or in any accompanying administrative procedure, is intended to allow the community free speech for its own sake. Instead, the purpose of this policy is to provide a means to generate revenue for school programs and activities.

School-sponsored athletic signage may accept paid advertising except for that prohibited by law, Board policy, or administrative procedure. The Superintendent, or designee, may prohibit advertisements that are inconsistent with school objectives, or controversial. The Superintendent, or designee, may allow advertisements of a commercial nature within the parameters of law and administrative procedure.

Advertisements shall not include any which:

1. Are obscene, libelous, slanderous, or which incite students to commit unlawful acts, violate school rules, or disrupt orderly operation at schools or school activities
2. Illegally discriminate or advocate or encourage discrimination on the basis of gender, race, color, religion, sexual orientation, ancestry, national origin, disability, disadvantage, or promote one group over another
3. Promote games of chance/gambling
4. Attack or denigrate any group on account of gender, race, color, religion, sexual orientation, ancestry, national origin, disability, or other unlawful consideration
5. May under existing judicial interpretations violate the "Establishment" clause of the First Amendment of the U.S. Constitution or Article 1 Section 4 of the California Constitution
6. Request students or other family members to contribute in any way to the funds of, become members of, or to work for, any organization not directly under the control of the school authorities, unless the organization is a nonpartisan, charitable organization by an act of Congress or under the laws of the State of California, and the purpose of the solicitation is permitted by the California Education Code
7. Use district funds, services, supplies, or equipment to urge the passage or defeat of any political campaign issues, candidates, or ballot or proposed ballot measures, with the exception of those materials permitted by law to be distributed
8. Advertise tobacco products, alcoholic beverages, and other goods whose use is contrary to well-established standards of public health and safety
9. Use profanity or contain sexual content

DISPLAY OF ATHLETIC ADVERTISING SIGNAGE (continued)

This policy shall not limit the district's right to make educational materials or information available to students in the classroom as part of the curriculum.

The primary decision-maker shall be the principal as to the advertisements posted at a particular school site. If a dispute arises regarding a particular advertisement at a site, the matter shall be referred to the Associate Superintendent, Learning Support Services, who shall review and decide the dispute.