

Advertising in the Schools

Policy KJ-AR (Administrative Rules) is to clarify the type, frequency and appropriateness of advertising in the schools as when it may be allowed for specific fundraising opportunities, either by officially recognized sub-groups of District schools, the booster clubs of Phoenix High School or Talent Middle School and/or the Phoenix-Talent Education Foundation.

The Board shall in all cases formally accept any major gifts and/or donations connected with the approved advertising. A gift or donation shall be considered major if the value is \$5,000 or more. All gifts and donations, once accepted by the Board, shall be considered District property.

Phoenix-Talent Education Foundation Activities and Advertising:

The School Board will support as defined in this administrative rule the following Foundation activities:

1. The creation of a fundraising board under the umbrella of the Foundation that would coordinate fundraising activities on behalf of the Foundation, the Grad Night Committee and other school fundraising entities that may elect to participate;
2. The location of a Foundation display board in a prominent place in the high school, as approved by the Principal, for the purpose of displaying the Foundation's list of contributors to the creation of scholarships for graduating seniors (Scholarship recipients could be recognized at the Foundation's discretion); and
3. The creation of an endowment structure with designations for specific levels of contributions, including special types of donations such as "in memoriam" donations.

Phoenix High School Booster Club

The School Board will support, as defined in this administrative rule, the following Booster Club activities:

1. The operation of the football and gym commons concession booths for fall and winter sports and the sale of Phoenix High School Pirate athletic gear and accessories.
2. The distribution of profits from the above activities to support the high school athletic teams with oversight from the Phoenix High School Athletic Director to assure equitable allocation and compliance with federal and state laws and rules, e.g. Title IX.

Phoenix High School Advertising:

The Board grants approval for PHS high school staff or the booster club to accept contributions from businesses for student athletics and activities in exchange for recognition on signage displayed in designated areas on District property. Designated school property will include:

1. The chain link fence surrounding the PHS football field;
2. The fencing surrounding the baseball, soccer and softball fields at Hagler-James Memorial Fields on Colver Road; and
3. The area of the scoreboard in the PHS large gym.

Sign Criteria:

The District Athletic Director shall complete a signed agreement form with an established business specifying the following:

1. The ownership of the sign will be retained by the District;
2. The maximum time period the sign will be displayed - typically one school year unless otherwise noted;
3. The type of signage material: Plastic banner or plywood, with plastic banners being preferred
4. The sizes for outdoor signage that may be included and that may be standardized by the Athletic Director: 3'x8', 4'x8', 3'x10' or 4'x10'. Indoor signage size will be limited to 2'x4'.
5. The Information permitted/limited to on sign, i.e., company name, address, phone number and company logo
6. The amount of money charged will be determined annually by a market survey conducted by the Athletic Director in consultation with the high school principal.

All signs in athletic areas must meet city or county sign codes and OSAA regulations.

All proceeds from the sale of advertising, with the exception of the funds needed to produce the signs, shall be disbursed by the Athletic Directory Advisory Group which would include the Athletic Director and representatives from the PHS Booster Club as well as interested staff, parents and a School Board Member. The PHS Principal shall select the specific members of the Advisory Group for a term of one school year. Members could be re-appointed for additional terms. The group shall have the responsibility for overseeing fair, equitable and legal disbursement of revenue from advertisings except as noted above.

The District's Business Manager shall be consulted on any contribution of \$500 or greater. The Business Manager has the responsibility for negotiations with vendors involved in a competitive bidding process that includes signage such as a scoreboard displaying a business or corporate sponsors' logo or name and address.

Questions concerning advertising practices not addressed in this administrative rule shall be referred to the Superintendent.