

CHESTER COUNTY INTERMEDIATE UNIT 24

SECTION: COMMUNITY
TITLE: COMMERCIAL ADVERTISING
ADOPTED: FEBRUARY 20, 2013
READOPTED: JULY 8, 2020

913.2 COMMERCIAL ADVERTISING

Policy Section	Policy Description
1. Purpose	<p>The purpose of this policy is to balance the Board’s commitment to educational integrity and quality with acceptance of financial support through the sale of advertising in Chester County Intermediate Unit (“CCIU”) regulated facilities, CCIU publications, and CCIU website. In doing so, the CCIU will strive to ensure that the Board’s commitment to the CCIU’s educational mission is not compromised. The objective of this policy is to establish parameters for such advertising.</p>
2. Authority	<p>The Board also recognizes that commercial advertising in schools can provide additional revenues or other benefits, which the taxpayers might otherwise be asked to fund. The Board has a responsibility to its member school districts to maximize revenues whenever possible.</p> <p>The Board authorizes the Executive Director to establish advertising procedures. The Board also authorizes that the Executive Director or his/her designee shall be responsible for reviewing requests for commercial advertising in the IU and presenting recommendations to the Board for its approval.</p>
2. Guidelines	<p>Legal References: SC 510, 511, 775</p> <p>All sponsorship programs and/or advertising agreements or contracts must be approved by the Board. A list of all sponsorship programs and/or advertising agreements or contracts will be maintained by the Executive Director or his/her designee. A list identifying corporate sponsorship and advertisers for IU-wide programs will be produced and reported to the Board annually.</p> <ol style="list-style-type: none"> 1. Any and all advertising signs, commercial messages, and/or the content thereof are subject to the approval of the Executive Director or his/her designee. In accordance with the requirements of this policy and any administrative procedures and practices established pursuant thereto will be approved by the Board. 2. CCIU regulated facilities and CCIU publications subject to this policy include, but are not limited to, all athletic field fixtures such as scoreboards, press boxes,

	<p>bleachers, electronic banners, and fences; school buses owned or leased by the CCIU; the CCIU's official website and all other websites maintained by CCIU; and other premises as designated by the Board in its sole discretion.</p> <p>3. Use of the name, nickname, and/or logo of the CCIU in any advertisement is not permitted without the approval of CCIU Executive Director or his/her designee.</p> <p>4. Any advertisement shall comply with all required restrictions of the Board, including, but not limited to, the following:</p> <ul style="list-style-type: none">a. It must not create a material or substantial disruption to school operations.b. It must not attack ethnic, racial, or religious groups.c. It must not discriminate, demean, harass or ridicule any person or group of persons.d. It must not be libelous.e. It must not invade the privacy of any person.f. It must not infringe intellectual property rights.g. It must not promote hostility, disorder or violence.h. It must not be contrary to the CCIU's educational mission or goals or be inconsistent with community values.i. It must not promote the violation of law or CCIU policy.j. It must not be associated with any company or individual whose actions are otherwise in violation of law.k. It must not promote, favor or oppose any political party or a candidate for elected office, adoption of any bond issue or any public question submitted at any general, county, municipal or school election.l. It must not be vulgar or offensive.m. It must not be obscene, pornographic or sexually explicit as defined by prevailing community standards throughout the CCIU.n. It must not promote the sale or use of drugs, alcohol, tobacco or firearms.o. It must not promote gambling.p. It must not promote any religious or political organization or party.
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- q. It must not use any CCIU logo without prior approval.
- r. It must not declare or imply an endorsement by the Board. An advertiser may be required to include a statement to such effect in the advertisement.
- s. It must not be in violation of any applicable policy of the CCIU or of any applicable law.

5. Signs

- a. Signs may be posted only at locations approved by the Executive Director or his/her designee. All signs must conform to specifications established by the Board, including, but not limited to, the material composition, size, and appearance.
- b. Signs shall be authorized for specified durations. The Board may limit the period of time during the year when advertising signs may be posted. If the signs are not removed in a timely manner by the advertiser, the CCIU may remove the signs at the advertiser's cost as set forth below.
- c. The Board may limit the total number of signs that may be erected at any one time or place, so as to minimize distractions for facility users, for aesthetics, or for any other reason at the discretion of the Board. The advertiser shall be fully and exclusively responsible for all costs and expenses associated with the procurement, erection, maintenance, and removal of the sign(s). If applicable, installation may be performed by CCIU personnel to be paid by advertiser at the hourly rate in force at the time of work. Any maintenance, repair or removal of an approved sign shall be subject to the direction and supervision of the CCIU. All signs must be maintained in good condition meeting standards as determined by the Board. If any sign becomes damaged or requires repair for any reason, it will be the sole and exclusive responsibility of the advertiser that erected the sign to repair or remove it.
- d. In the event the CCIU becomes aware of a sign requiring repair or removal, the CCIU will notify the responsible advertiser. The advertiser must repair or remove the sign within seventy-two (72) hours of notification. If the advertiser does not repair or remove the sign as required, the CCIU will remove the sign and invoice the advertiser for all labor and material costs incurred.
- e. The advertiser shall be responsible to assure that the advertising sign complies with applicable municipal codes and regulations, and to obtain and pay for any applicable governmental fees.
- f. The advertiser shall indemnify and hold the CCIU harmless from any claims, including those for bodily injury and intellectual property right infringement, arising out of the erection, maintenance, and removal of the advertiser's sign on CCIU property.

<p>References:</p>	<p>6. <u>Fees.</u> Advertising fees shall be subject to the approval of the Board. All proceeds from the sale of advertising shall ensure to the benefit of the CCIU.</p> <p>7. <u>Procedures.</u> All persons and organizations wishing to place an advertisement in accordance with this policy must submit a written application to be approved by the Executive Director or his/her designee. Such written application shall include, but is not limited to, a description of the location, an accurate color representation of the advertisement with size and material indicated, and approximate dates during which the advertisement will remain in place. Upon approval, the CCIU administration shall develop a written contract with the advertiser to be approved by the Board.</p> <p>8. <u>Constitutional Construction and Application.</u> All provisions of this Policy shall be applied in a constitutional manner and construed in a constitutional manner. The Board does not intend a construction or interpretation that violates any applicable law or constitutional provision.</p> <p>9. <u>Denial of Advertising.</u> If the CCIU administration determines that a proposed advertisement should be rejected based upon its content, the administration shall review the matter with legal counsel to ensure that the decision is not in violation of any applicable legal or constitutional rights.</p> <p>10. The Executive Director or his/her designee shall promulgate such administrative guidelines as deemed necessary to implement this Policy.</p> <p>School Code – 24 P.S. Sec. 510, 511, 775</p>
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