

<p>TUCSON UNIFIED SCHOOL DISTRICT</p> <p>GOVERNING BOARD POLICY</p>	<p>POLICY TITLE:</p> <p>Advertising in Schools</p>
	<p>POLICY CODE: KHB</p>

Overview and District Values

Arizona Revised Statute [§ 15-342\(27\)\(a\)](#) authorizes Tucson Unified School District (TUSD) to sell commercial advertising opportunities on its property, including, but not limited to, athletic facilities, school buses, and websites, so long as the advertisements are 1) age appropriate; 2) do not promote any substance that is illegal for minors such as alcohol, tobacco and drugs or gambling; 3) and comply with the state sex education policy of abstinence.

These opportunities, including sponsorships and acknowledgments, will seek to raise revenue for the District while remaining consistent with the positive values TUSD promotes for its students. Preferred ad copy will include messages that encourage student achievement and the establishment of high standards of personal conduct.

Approved advertising will be respectful of all people, and not discriminate on the basis of race, color, gender, national origin, ethnicity, age, sexual orientation, gender identity/expression, religion, marital status, socioeconomic status, cultural background, familial status, or physical or linguistic characteristics.

Distribution of communications of school-related organizations to students is governed by [Governing Board Policy KHCA](#). Distribution of promotional materials of outside organizations to students is governed by [Governing Board Policy KHC](#).

Restrictions against Propaganda

Additionally, no materials from outside of the school system used for propaganda purposes (ideas, facts, or allegations spread deliberately to further a cause or to damage an opposing cause) shall be permitted to be posted in school buildings or on school grounds or properties while students are present for instructional or recreational purposes. No advertisements, sponsorships, or acknowledgments may promote, favor, or oppose the candidacy of any candidate for election, adoption of any bond/budget issues, any federal, state, or local ballot issue, any ballot question or matter that is or may be at issue in a public election, or any public question submitted at any general, county, municipal or school election. (See [A.R.S. § 15-511](#) and [Policy GBI](#) – District and Staff Participation in Political Activities). However, school sponsored student government activities, mock elections and promotions are exempt from the prohibition against propaganda posting.

<p>TUCSON UNIFIED SCHOOL DISTRICT</p> <p>GOVERNING BOARD POLICY</p>	<p>POLICY TITLE:</p> <p>Advertising in Schools</p>
	<p>POLICY CODE: KHB</p>

Responsibilities

The Superintendent will approve or designate a coordinator or committee to review and approve ad copy. The designee(s) will work with the Superintendent and relevant District parties to determine the standards and values they will seek to promote with their advertising partners. The designee or committee will apply these standards, along with those found in Regulation KHB-R, to approve or reject ad copy.

The Superintendent shall develop administrative regulations and/or exhibits that support this policy and, thereafter, evaluate all advertising activity proposed using the criteria and processes specified therein.

TUSD shall establish an advertisement fund that is composed of revenues from the sale of advertising. Revenue from the sale of advertisable spaces or sponsorships will be distributed as follows: ninety percent (90%) shall be distributed to the school site that generated the advertising revenue, and ten percent (10%) shall be retained for central services. Student organizations will retain one hundred percent (100%) of all revenues raised from the sale of advertisements or sponsorships. The monies in the advertisement fund are not subject to reversion.

ADOPTED: February 8, 2022

LEGAL REF.:

[A.R.S. § 15-342 \(27\) Discretionary Powers](#)
[A.R.S. § 15-511 Use of district resources or employees to influence elections; prohibition; civil penalty; definitions](#)

CROSS REF.:

KHB-R Advertising in Schools Regulation
[KHC Guidelines for Distribution/Display of Promotional Materials](#)
[KHCA Distribution/Display of Promotional Materials from School-Related Organizations](#)
[GBI District and Staff Participation in Political Activities](#)