

MANHEIM CENTRAL SCHOOL DISTRICT

SECTION: COMMUNITY

TITLE: ADVERTISING

ADOPTED June 15, 1999

REVISED: October 17, 2000

913.1 ADVERTISING	
1. Purpose Pol. 913	The Manheim Central School District (MCSD) acknowledges that advertising is a means for Requesting Organizations (RO) to receive funds to benefit the MCSD in general and to benefit specific student activities. This policy is described in Policy #913, Sec. 4.
2. Authority	The MCSD does not permit groups or organizations to use its school facilities, rented and leased facilities, sanctioned publications, audio and visual or cyberspace network for advertising that does not specifically benefit MCSD students. No profit will be used by requesting organizations for self-gain.
3. Guidelines	<p>Qualifications for a requesting organization (RO), are as follows:</p> <ol style="list-style-type: none"> 1. Requesting organizations must be volunteer organizations with the purpose of benefiting Manheim Central School District Activities. An organization must be approved as a Requesting Organization before soliciting advertisements in accordance with this policy. 2. All organizations wishing to use facilities to advertise in accordance with section I must submit a written application and be approved by the Manheim Central School Board (MCSB). The Auxiliary Enterprises Committee of the Board will be solely responsible for the processing of applications and presentation of information to the Board for approval. 3. The request to advertise must include a description of the location requested, and accurate color representation of the advertisement with size and materials indicated, and the period during which the advertising will remain in place. 4. The Auxiliary Enterprises Committee and the MCSB shall consult with the buildings and Grounds Department before granting approval for advertising on district-owned or leased real property. The Buildings and Grounds Department shall verify that the proposed advertising is in compliance with district safety and maintenance standards.

5. The Committee and the MCSB shall consult with the appropriate department as part of the approval process for advertising on other media.

Mode Of Advertising

This policy statement acknowledges that a wide variety of advertising media can be used. The list of media shall include but not be limited to fences, billboards, posters, flags, score boards, publications, clothing, book bags, school supplies, web pages, TV, radio, audio visual materials.

Uniformity, Appearance

To provide for an acceptable environment, there shall be uniformity of appearance of advertisements in a common area. All signs must have either a maroon border or a gray border if the background is maroon. The border shall be one inch wide for every 12 inches of sign width. Color specifications will be made available for use to RO's and advertisers.

Restrictions

All advertising must be in accordance with the Baron Code of Conduct. Signs, words, symbols, insignias and codes that do not conform with the Baron Code will not be permitted. The RO must review all advertisements for conformity with the Baron Code.

Construction And Maintenance Of Advertising On Real Property

It will be the responsibility of the Requesting Organization (RO) to construct, install and maintain the advertising under the supervision of MCSD building and grounds personnel. The MCSD will not be responsible for construction, installation, maintenance, and repair including repair of damage from vandalism. MCSD will not be responsible for storage or periodic reinstallation. All advertisements that are not maintained to acceptable standards must be repaired or removed upon notification. Upon failure to remove within thirty (30) days of notification, the advertisement will be removed by the MCSD at the expense of the RO.

Additional RO Responsibilities

1. All advertisements must be submitted on Form # (to be developed) to and approved by the Auxiliary Enterprise Committee and the MCSB in advance of the placement of the advertisements.
2. Each RO is responsible for establishing its own fee structure.

3. Each RO is responsible for soliciting advertisements.
4. Invitations to advertise shall be made available to interested parties on a non-discriminatory basis.
5. It is the responsibility of the RO to appoint one person who will review all ads for conformity with the Baron Code of Conduct and the provisions herein.

Proceeds From Advertisements

1. The RO shall use the proceeds for the benefit of students at MCSB.
2. RO's must submit financial information to the MCSB on Form # (to be developed).

Termination

The MCSB has the authority to terminate all advertising as set forth in this policy at no financial penalty to the MCSB. In this event, the RO must remove all advertisements in accordance with policy set forth by the MCSB.

Student Publications

All advertisements in student publications are subject to the same guidelines and approval of the building administrator.