

Uplift Education
Advertising
Policy Effective Date: September 14, 2018

“Advertising” Defined. For purposes of this policy, “Advertising” is defined as writings or graphics made by a vendor of goods and services to promote or sell such products or services communicated through means under the control of the District in exchange for consideration to the District. “Advertising” does not include public recognition of donors or sponsors who have made contributions, financial or otherwise, to Uplift.

Purpose. For the purpose of raising revenue for programs and activities, Uplift Education (“Uplift”) shall permit paid advertising to appear on Uplift property. Advertising shall only be allowed in Uplift schools and facilities with the approval of the CEO or designee. The CEO or designee may establish procedures regarding the content of advertisements and the manner and areas in which they may be displayed. The acceptance of an advertisement shall not constitute or imply approval and/or endorsement of any product, service, organization, or activity by Uplift. Advertising shall be accepted solely for the purpose of generating revenue for the District and not for the purpose of establishing a forum for communication.

Editorial Authority. The CEO or designee retains final editorial authority to accept or reject submitted advertisements in a manner consistent with the First Amendment and may revise in any way the list of prohibited advertisements below based on the best interest of Uplift.

Advertising Prohibitions.

- A. At all times Uplift maintains the right to, and shall, reject proposed advertisements that are not appropriate for, or offends the morals and/or conscience of, the network, the school environment, or the school community, or any content the District determines has a reasonable likelihood of exposing the District to controversy, litigation, or disruption, as determined by Uplift. Such advertisements are strictly prohibited by Uplift. Advertisements that are strictly prohibited include, but are not limited to, those that include, are related to, or would otherwise promote, the following:
 - 1. Non-nutritional foods, such as candy, salty snacks, carbonated (“soda”) beverages, caffeinated beverages, sports drinks, adult-beverages, fast foods, and the like;
 - 2. Tobacco or vapor products;
 - 3. Illegal drugs, drug use, or drug paraphernalia;
 - 4. Faith-based products or organizations;
 - 5. Political organizations or specific political candidates;
 - 6. Firearms or weapons of any kind;
 - 7. Illicit or Adult-content products or businesses;
 - 8. Any other K-12 public or private educational institution; and,
 - 9. Advertisements containing nudity, obscenity, vulgarity, illegal activities, or violence.
- B. School facilities shall not be used to advertise, promote, sell tickets, or collect funds for any nonschool-related purpose.
- C. Uplift does not accept paid or unpaid political advertising.

Intellectual Property. The use of Uplift's name or logo, or any other intellectual property of Uplift, in advertising is strictly prohibited.