

TO: Dr. Jesse Bacon, Superintendent

FROM: Dr. Adrienne Usher, Deputy Superintendent

DATE: October 23, 2025

RE: Board Policy 10.4 Revision

Board Policy 10.4, *Advertising in the Schools*, outlines the standards and procedures for commercial and community advertising within district schools. The policy establishes clear definitions, approval processes, and limitations to ensure that all advertising aligns with the educational mission of the district and remains appropriate for students. The current policy has been reviewed and revised to reflect updated communication practices, and clarify the roles of district administration, principals, and school-affiliated support groups such as PTAs, PTOs, and Booster Clubs in approving and managing advertising activities.

The revisions to Policy 10.4 provide clearer definitions and a more cohesive structure for advertising procedures within the district. These revisions are designed to protect instructional time and preserve the integrity of the educational environment while supporting positive relationships between schools and community organizations. The changes also promote transparency and consistency in the approval process for advertising and solicitation, ensuring that all practices comply with legal requirements and district standards.

This revision has been reviewed by Dinsmore & Shohl, Inc. and by KSBA. This request is for approval of the 1st reading of revised Policy 10.4.

OUR MISSION IS TO INSPIRE AND EQUIP OUR STUDENTS TO SUCCEED IN LIFE

BULLITT COUNTY PUBLIC SCHOOLS IS AN EQUAL EDUCATION AND EMPLOYMENT INSTITUTION

Advertising in the Schools

DEFINITIONS

Commercial advertising - Involves any communication that describes, promotes, or provides details a business, product, or service, and goes beyond simply stating other than the business's official legal name of the business.

Community advertising – Includes any communication that promotes events, programs, or activities sponsored by non-profit groups, local or state government agencies (like fire or police), or similar community organizations.

~~Includes any communication describing community events, programs, or activities sponsored by non-profit organizations, local/state government agencies, government services (fire, police) or other such community groups.~~

Advertising materials - Promotional items such as coupons, "buy-one-get-one-free" offers, descriptive brochures, for discount materials that require a purchase or action from the holder to receive a benefit. ~~Includes coupons, buy one/get one free offers, descriptive brochures or printed materials, discounts or any other promotional items that do not benefit the holder without cost.~~

External Support/Parent Groups – Involves organized and volunteer-based groups (such as a PTA/PTO, Booster Clubs, etc.) composed of parents/guardians, community members, staff, etc. Its primary purpose is to support school programs and student participation through fundraising.

~~*Backpack distribution* – Indicates the system where students are given information directly to take home to share with their parents.~~

COMMERCIAL AND COMMUNITY ADVERTISING

Commercial advertising that promotes products or services is only permitted with the prior approval of the Superintendent/designee. The Superintendent/designee must notify the Principal or site administrator once approval has been granted.

When reviewing any request, the Superintendent/designee will determine if the advertisement is appropriate for students. The advertisement will be prohibited if it contains language or depictions that:

- Contain profanity or obscenity.
- Promote violence or substances/activities illegal for minors.

~~Commercial advertising to promote products or services may be allowed only with prior approval of the Superintendent/designee, who shall forward notification of approval to the Principal/site administrator.~~

~~In considering each request, the Superintendent/designee shall determine if the advertisement is age appropriate for students. Such determination shall follow review standards that prohibit language or depictions that:~~

- ~~• Contain profanity or obscenity; and/or~~
- ~~• Promote violence or substances or activities illegal for minors.~~

~~Commercial advertising is prohibited from being directly distributed to students through backpack distribution.~~

Advertising in the Schools

~~Placement of commercial advertisements on school property, such as banners and signage, shall be in keeping with Policy 05.11 and accompanying procedures.~~

~~COMMUNITY ADVERTISING~~

~~Community advertising to promote events or activities may be allowed only with prior approval of the Superintendent/designee, who shall forward notification of approval to the Principal/site administrator.~~

~~In considering each request, the Superintendent/designee shall determine if the advertisement is age appropriate for students. Such determination shall follow review standards that prohibit language or depictions that:~~

- ~~• Contain profanity or obscenity, and/or~~
- ~~• Promote violence or substances or activities illegal for minors.~~

~~Community advertising may be advertised on school bulletin boards or made available for backpack distribution at the costs of the sponsoring community organization.~~

~~Placement of commercial advertisements on school property, such as banners and signage, shall be in keeping with Policy 05.11 and accompanying procedures.~~

~~DISTRIBUTION AND PLACEMENT~~

- ~~• Prohibited Distribution: Commercial advertisements may not be distributed directly to students through the backpacks, take home folders, electronic communication (s),etc.~~
- ~~• On School Property: The placement of commercial advertisements on school property, such as on banners and signage, must comply with Policy 05.11 and its accompanying procedures.~~

~~EXCEPTION~~

~~This policy does not apply to advertising placed in publications produced by student organizations, PTA/PTO, booster clubs, or other parent groups. However, any personal messages (such as "best wishes" or "congratulations") from a parent, individual, or group to a student, student group, or school must be approved by district and/or site administrator when appearing in District-sponsored or school-related group publications.~~

~~Nothing herein shall be construed to prevent advertising in publications which are published by student organizations, PTA/PTO, booster club, or other parent groups. However, a personal message from a parent, other individual or group offering best wishes, congratulations, etc., to a student, student group or school shall be limited to a pre-determined set of statement options, for District-sponsored or school-related group sponsored publications.~~

~~SOLICITATIONS~~

~~Unless authorized by the Superintendent, sales representatives, agents or other solicitors shall not solicit or contact pupils, teachers, or other employees during the school day.~~

Advertising in the Schools

PROHIBITION

Commercial advertising and the distribution of advertising materials are prohibited on school grounds or within school facilities, unless explicitly approved by the Superintendent/designee.

~~Neither commercial advertising nor distribution of advertising materials shall be allowed in the facilities or on the grounds of school property, except as expressly approved by the Superintendent/designee.¶~~

REFERENCES:

KRS 158.183
OAG 68-452