### Political / Sectarian Groups

Except as provided in this policy, school facilities shall not be used to advertise, promote, sell tickets, or collect funds for any organization or program defined as political or sectarian in nature without prior approval of the Superintendent or designee.

### Criteria for Approval

In granting approval under this policy, the Superintendent or designee shall reject any proposals or materials that are reasonably foreseeable to be disruptive, libelous, obscene, inflammatory, sexually inappropriate for the age of the audience, or that endorse actions endangering the health or safety of students. The Superintendent or designee shall grant or reject the request within five school days, and decisions may be appealed to the Board.

### Advertising

Advertising, with the approval of the Superintendent or designee, shall be permitted on book covers, school calendars, and similar materials provided by the District. Advertising in school publications and in instructional materials shall be in accordance with policies FMA and EFA, respectively.

### Civic / Cultural Groups

The Superintendent or designee may authorize nonprofit civic or cultural organizations to advertise shows, events, or activities; to distribute free tickets or ticket discounts or options; or to make commercial announcements in the schools. Schools shall not sell tickets, collect funds, or distribute advertising literature by or through students without prior approval of the Superintendent or designee.

### Houston ISD Digital Media, Athletic Facilities, and Other Approved Venues

Advertising on District-operated digital media, District athletic facilities, District school buses and other District vehicles, and other District venues approved by the Board shall be in accordance with the following:

1. All advertisements must be submitted to the Superintendent or designee in accordance with administrative regulations.

2. Using the standards found in this policy, the Superintendent or designee shall approve or reject the submitted advertisement within ten school days of the time the advertisement was received.

3. The District shall consider advertisements only from commercial businesses or nonprofit entities whose primary purpose is serving children or other humanitarian ends. An advertisement shall not be approved if:
   
a. The advertisement is obscene or vulgar.
   
b. The advertisement endorses actions endangering the health or safety of the public.
c. The advertisement promotes use of alcohol, cigarettes or other tobacco products, electronic (smokeless) cigarettes, illegal drugs, or other controlled substances.

d. The advertisement would violate the intellectual property rights, privacy rights, or other rights of another person.

e. The advertisement contains defamatory statements about public figures or others.

f. The advertisement advocates imminent lawless or disruptive action and is likely to incite or produce such action.

g. The advertisement scurrilously attacks ethnic, religious, or racial groups or contains content aimed at creating hostility and violence and would materially and substantially interfere with the rights of others.

h. There is reasonable cause to believe that the advertisement would result in material and substantial interference with the rights of others.

i. The advertisement is political, including advertising for or against political candidates, or for or against political propositions and/or referendums.

j. The advertisement promotes food products that are at variance with national school nutritional standards as set forth in regulations implementing the Healthy, Hunger-Free Kids Act of 2010, or other appropriate nutritional guidelines.

k. The advertisement is for adult entertainment or sexually oriented businesses of any sort.

Sponsorships and Donations

If the District or any campus accepts financial or in-kind donations to support District-sponsored activities, the District reserves the right to acknowledge donors through whatever means the District deems appropriate. The District retains full editorial control over its acknowledgment or display of donations, even if donors are permitted to suggest text for the acknowledgment.

Appeals

In the event there is a question concerning the appropriateness of any advertising intended for dissemination by the District, the Superintendent or designee, using the above-listed standards, shall have final approval authority in such matter.

Effective Date

This policy shall be effective as of the adoption date, December 10, 2021.