



Monument Academy

Board of Directors Governance and Policy

Policy Area: Resource Development	Policy #: 1519
Title: Advertising Policy	Adopted: February 10, 2010 Revised: November 15, 2011 Revised: February 13, 2014 Revised: May 13, 2021 Revised: May 12, 2022

I. Issue Statement

- A. Monument Academy accepts advertising from advertisers that meets the standards of this policy. This promotes goods and services to the families of Monument Academy while fostering a sense of community with local merchants.

II. Policy Statement

- A. Requests to advertise in the school newsletter, the yearbook and other school publications shall be allowed subject to the following policy. All advertising shall be subject to limitations of available space and offered on a first-come, first-served basis.
- B. There shall be no advertising allowed that promotes products or services that are inconsistent with the mission and image of Monument Academy Charter School as determined by the Board of Directors. A guiding parameter is that advertising should be age appropriate and appropriate to the school environment.
- C. The following advertising shall not be considered acceptable for school publications and shall not be allowed. This list includes but is not limited to:
 - 1. Advertising of alcoholic beverages or the promotion of their use.
 - 2. Advertising of illegal drugs or the promotion of their use
 - 3. Advertising of tobacco products or the promotion of their use.
 - 4. Advertising of medical or recreational marijuana or the promotion of its use.
 - 5. Any literature that can be considered "hate" literature by scurrilously attacking any ethnic, religious, racial, or other protected group.
 - 6. Materials that are libelous, defamatory, invade the rights of others, inhibits the functioning and normal operation of the school, or advocates interference with the rights of any individual or group of individuals.

7. Material which in any way promotes, favors, or opposes the candidacy of any candidate for election, or the adoption of any bond issues proposal, or any public question submitted to any general, municipal, or school election.
8. Material that is obscene, indecent, or pornographic.
9. Material related to topics deemed by the Board of Directors, COO, CFO or Principals to be inappropriate for students.

III. Roles and Responsibilities

- A. The advertiser shall submit all proposed material for publication to the Chief Operating Officer or his/her designee and obtain written approval on all advertising materials prior to publication. The Chief Operating Officer may refer any advertising requests to the Board of Directors if necessary. Each publication with advertising published by the School shall contain a disclaimer stating that the advertising does not represent the view of any person associated with the school including teachers, administrators, students, or staff or the views of the School or Board itself.

IV. Related Documents

- B. None

V. Points of Contact

- A. The following positions shall serve as points of contact for the enforcement of this policy: President of the Board of Directors and the Chief Operating Officer.