

## **Advertising Policy**

Adopted: February 24, 2021

Revised:

Version: 1

### **A. Purpose**

To establish Wasatch Charter School's (the "School") policy for the handling of advertisements at the School or during a School-sponsored activity.

### **B. Scope**

This policy applies to all School administration, licensed educators, staff, students, organizations, and volunteers. The scope includes all sanctioned, School activities, whether part of the School's regular curriculum or extracurricular activities.

### **C. Policy for Advertising**

- a. An employee may purchase advertising space to advertise a school-sponsored activity or service in a publication that accepts paid or community advertising for school programs with the approval of the School's Director
- b. A paid advertisement in a school publication may identify the activity, participants, and leaders or service providers by name, provide non-school contact information, and provide details of the employee's employment experience and qualification.
- c. An employee may post or distribute posters or brochures in the same manner as could be done by a member of the public, advertising private services, consistent with School policy.
- d. Unless an activity is sponsored by the School, a paid advertisement in a school publication shall state clearly and distinctly that the activity is NOT sponsored by the School.
- e. The name of the School may not be used in an advertisement unless the School's name relates to the employee's employment history or if school facilities have been rented for the activity.
- f. If the name of an employee offering a service or participating in an activity is stated in any advertisement sent to the employee's students, or is posted, distributed, or otherwise made available in the employee's school, the advertisement shall state that the activity is not school sponsored.

### **D. Reference**

The School shall review this policy in accordance to Rule 277-107-4.