

# COUNCIL ROCK SCHOOL DISTRICT

SECTION: OPERATIONS

TITLE: UNDERWRITING

ADOPTED: November 1, 2007

REVISED:

915.1. UNDERWRITING	
1. Purpose	The Council Rock School District recognizes that there may be opportunities to receive additional funding via underwriting on its educational access channel and its web site.
2. Guidelines	<p>These guidelines are provided to assist the Superintendent and/or his designee with the administration of the underwriting activities.</p> <ol style="list-style-type: none"> <li>1. The business office will track all revenue generated by underwriting, and provide an annual summary to the Board for their review.</li> <li>2. A statement of support is required in any and all underwriting credits or announcements.</li> <li>3. Permissible content:               <ol style="list-style-type: none"> <li>a. Names of products or services.</li> <li>b. Non-promotional, value neutral description of product and services.</li> <li>c. Company location and number of years in business.</li> <li>d. Telephone number, e-mail address or web site address.</li> <li>e. Trademark slogans.</li> <li>f. Light background music and appropriate sound effects.</li> </ol> </li> <li>4. Non-permissible content:               <ol style="list-style-type: none"> <li>a. Comparative or qualitative descriptions of products or services.</li> <li>b. Superlatives (e.g. best or biggest).</li> </ol> </li> </ol>

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|  | <ul style="list-style-type: none"><li>c. Price references, even if the product is free.</li><li>d. Calls to action or inducements to buy.</li><li>e. Third party endorsements from newspaper, magazines, etc.</li></ul> <p>5. No announcements from political organizations will be permitted.</p> |
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