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Press Release

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EDUHSD Orders School Officials To Remove Approved Sponsor Advertisement From Bruin Stadium

El Dorado Union School District orders Ponderosa Head Football Coach and Booster organization to remove previously approved and installed Sponsor Advertisement from Bruin Stadium.

Against district, school and booster policy, School administrators have demanded that a paid advertisement on the Bruin score board featuring Ammo Depot be removed. Ammo Depot is a paying sponsor who has been approved through committee and contract to advertise on the high school's score board. In an apparent and blatant attempt to suppress a local small business' right to advertise, school officials are breaching the contract currently in place with Ammo Depot based upon the personal views and opinions of a few of the school administrators. It is Ammo Depot's position that biased (administrative) individuals, who use their own subjective prejudices to over-ride the current school Board approved policies and procedures and to suppress paid advertising, are themselves exhibiting unacceptable practices.

Facts:

- Ammo Depot, per school and district policies, established and paid for a contract for advertising on the Ponderosa High School Football Field Scoreboard. The school's official booster, "The Bruin Den," approved the signage and had it made and installed.
- Ammo Depot was notified that the school had made a unilateral decision to remove the sign, even though the advertising was not violating any school or district policies.
- Ammo Depot met with school officials regarding the matter only to learn that a few school administrators had personal bias against the advertiser's industry, with no regard for Ammo Depot's service to our community. School Officials have avoided providing any meaningful response or explanation of their unilateral actions to the advertiser and their own school-connected booster organization.

- Ammo Depot has offered to revise the design of the sign to focus on Ammo Depot's personal protection and firearms training courses, which promote individuals learning how to protect themselves and their families resulting in a safer community.
- Ammo Depot's typical customer consists of families who enjoy the sport of shooting together. As such, Ammo Depot considers it crucial to advertise at wholesome All-American family venues such as football games.
- Ammo Depot has taken great interest in supporting local schools and youth organizations through donations to Ponderosa High School's FFA program, Union Mine High School Football, Boy Scouts of America and local high school students competing in the charity cycling event Race Across America.
- On Friday, August 17th school officials, in defiance of school and district policies, covered Ammo Depot's advertising on the scoreboard. The school has turned the sign /advertising around, giving the impression that the advertisement/sponsor is in distress or that there is something wrong, when, in fact, the Ammo Depot's sign was both approved and paid for before it was displayed on the scoreboard. By turning the sign around or covering it up, not only is advertising deprived, but it becomes a point of negative advertising - a condemnation by the school purely because a few administrators dislike shooting sports.

Ammo Depot is gravely concerned by the suppression of lawful advertising by school officials and requests the community's support in standing up for lawful advertising. Ammo Depot also supports educational efforts to inform and train the general public in the safe handling and use of firearms in all areas of the shooting sports. We hope that with the community's support, local shooting clubs and events like High School Trap Shooting and Olympic style Rifle Competitions will continue to grow and thrive, giving our young people opportunities to gain a respect and appreciation for the shooting sports.

Please show your support for Ammo Depot's right to advertise by contacting the El Dorado Union High School District Superintendent and Ponderosa High School Principal.

El Dorado Union High School District:

Baldev Johal – Assist. Superintendent
530-622-5081 Ext. 7227
SUPT@eduhd.net

Ponderosa High School:

Lisa Garrett – Principal
530-677-2281 Ext. 2216
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