

ADVERTISING IN SCHOOLS

The Milford School District discourages promotion or advertising of commercial ventures and outside businesses unless it is to directly beneficial to the educational and instructional needs of students. The Superintendent or Designee shall hold the discretion to approve or deny any advertisements in schools or school property.

School-Business Relationship:

The Milford School District and businesses shall ensure that when promoting or advertising commercial ventures that educational values are not distorted. Therefore, the following principles apply:

- All corporate support or activity shall be designed to meet educational, not commercial goals and shall be consistent with state, District, and school academic standards.
- District/school personnel shall retain discretion on the integration of commercially sponsored or provided materials or programs into curriculum.
- School activities shall not be centered on a commercial sponsor.
- Corporate support or activity shall not:
 - Provide activities or materials not age-appropriate to the students
 - Promote the use of illicit drugs, alcohol, or tobacco
 - Promote hostility, disorder, or violence
 - Attack or demean any ethnic, racial, or religious group
 - Violate District non-discrimination policies
 - Promote any candidate or ballot proposition
 - Inhibit the functioning of any school

Specific Limitations on Advertising:

- No business relationship shall be permitted which requires students to advertise a product or service.
- Students shall not be required to complete surveys to provide marketing information to vendors.
- Students' personal identifiable information, including names, telephone numbers, and addresses shall not be supplied to vendors except as required by law.

ADOPTED: 8/17/10

REVISED: 7/19/82; 4/25/22