

ADVERTISING IN THE SCHOOLS  
SEARCH:KJ-1

**Generally**

All Alexandria City Public Schools (ACPS) school facilities, property and publications are intended for and are for the exclusive use of ACPS and its authorized designees for the public purposes associated with education, athletics, community recreation and community activities and entertainment permitted by law. Under no circumstances shall any school facilities, property or publications be intended or considered to create or establish any open, limited, or other public forum for expression of any commercial or other messages as a result of this Policy or otherwise.

In addition, ACPS has an important interest in avoiding the impression that it has endorsed any particular business, establishment, service, product or any position or viewpoint, particularly any that may be at variance with its educational program. For these reasons, any visual or audio placement of a name, slogan, or message on ACPS property, publications or broadcasts (including without limitation those promoting any goods, services, products, organizations as well as commercial or promotional messages) in return for payment of money or other economic benefit to ACPS (hereinafter "advertisements") may not be published, posted or displayed on or in school property, publications or facilities except as expressly permitted by this Policy and Policies JL, KI and/or KQ.

Except as otherwise expressly permitted and approved pursuant to this Policy and Policy KQ, neither the facilities, nor the staff, nor the students of any school may be employed in any manner for advertising.

**Signage**

Signage constituting advertising shall be neither permanently affixed to a facility, wall or fence, building, or other school structure nor in place for an unlimited duration. Signs shall be allowed only as expressly permitted by Policies JL, KI and/or KQ.

**Publications**

ACPS recognizes that the production and dissemination of school publications is directly related to its educational mission. At the same time, ACPS recognizes that those publications are supported in part by revenues obtained from advertisements placed by individuals and businesses in the community, and therefore, advertisements, subject ACPS' control under the terms of this Policy, may be desirable for the sole purpose of providing financial support for school publications. For the purposes of this Policy, the term "publications" does not include websites, webpages, blogs, and other online fora.

In order to solicit and publish advertisements for school publications, school organizations must secure approval from the school principal or designee, provided that no such advertisements may

be permitted except as are consistent with the terms and conditions of this Policy, and the Criteria for Advertisements set forth below. If there is need for policy clarification, the principal shall consult with the Superintendent or authorized designee.

### **ACPS Criteria for Advertisements**

The following guidelines must be used in reviewing advertisements, and no advertisements may be published or allowed unless they satisfy the following criteria and are approved pursuant to this Policy or Policy KQ:

1. No advertisements may be permitted which would result in a violation of any laws of the United States of America, the Commonwealth of Virginia, or the City of Alexandria, Virginia, or the Constitution of the United States of America or the Constitution of the Commonwealth of Virginia.
2. No advertisements may be permitted which directly or indirectly promote drugs, drug paraphernalia, tobacco products, alcoholic beverages, gambling, "X" or "R" rated movies, birth control products or services, or any products, services or activities which are illegal or inappropriate for minors or a school community audience. Nor shall commercial establishments whose primary source of revenue is the sale of intoxicants be permitted to advertise in the schools or in school publications.
3. No advertisements may be permitted which are defamatory, libelous, factually inaccurate, vulgar, racially, sexually or ethnically offensive, or which contain pornographic, explicit or inappropriate sexual content. It is recognized that school officials may exercise wide latitude in prohibiting material which, though not obscene, because of its sexual content is deemed inappropriate for minors.
4. No advertisements may be permitted which promote a political candidate or candidate for public office, or which express views or positions on an issue of public concern or controversy. This is not intended, however, to prevent publication of advertisements by individuals or groups which merely congratulate or recognize students, teachers, school groups, teams or activities for a meritorious activity or achievement.

Adopted: November 21, 1996

Revised: December 16, 2004

Revised: April 16, 2009

Legal Ref.: Code of Virginia, 1950, as amended, section 22.1-78

Cross Ref.: DJG Vendor Relations  
KF Distribution of Information/materials  
KGA Sales and Solicitations in Schools  
KQ Commercial, Promotional and Corporate Sponsorships and Partnerships