

COMMUNITY RELATIONS

Policy Regarding Advertising at District Athletic Fields

To enhance community support and expand revenue sources for athletic programs, the Coventry Board of Education (the "Board") may enter into agreements for the sale of commercial advertising at athletic fields on school property within the Coventry Public Schools (the "District"), subject to the terms and conditions of this policy and the associated administrative regulations.

The funds from the sale of the commercial advertising will go directly to the specific sport at which the advertising was public.

Any advertisement that does not comply with the terms and conditions of this policy and the associated administrative regulations shall not be permitted on school property. The Board maintains the authority to deny, at any time, any advertisement on school property that it determines to be inconsistent with the terms and conditions of this policy and associated administrative regulations.

The approval of advertisements does not imply an endorsement of any organization, product, or service by the Board or the District. Although this policy permits limited commercial advertising within the District, this policy shall not establish a public forum or open school property and/or facilities for unlimited access by outsiders or advertising by the general public.

The Board prohibits advertisements that:

- A. Are vulgar, pornographic, indecent, obscene, plainly offensive, or sexually explicit;
- B. Contain libelous statements, personal attacks, or abusive language such as language defaming a person's character or discriminating against an individual on the basis of race, color, religion, age, sex, marital status, sexual orientation, national origin, ancestry, disability, veteran status, genetic information, gender identity or expression, or any other basis prohibited by law;
- C. Promote hostility, disorder, illegal activity, or violence, including by the use of fighting words or hate speech;
- D. Cause or threaten to cause a material and substantial disruption of a school activity;
- E. Encourage the commission of unlawful acts or the violation of school rules and/or Board policies;
- F. Are inappropriate considering the age of the students in the school;
- G. Include information that is inaccurate, misleading, or false;

- H. Promote or reference drugs, alcohol, tobacco, electronic nicotine delivery systems, vapor products, marijuana, firearms, weapons, or gambling;
- I. Declare or imply an endorsement by the Board or the District;
- J. Advertise any product or service not permitted to be used by or sold to minors under the law;
- K. Include any individual's likeness or any copyrighted or trademarked materials without permission of the individual or copyright or trademark-holder;
- L. Include the use of the District's name, or the name of any school or facility, or any logo associated with the District or a school within the District without the express written permission of the Superintendent of Schools;
- M. Are inconsistent with the Board's mission, policies or administrative regulations;
- N. Are contrary to law
- O. Include any political advertising; or
- P. Are inconsistent with any policy, rule, or regulation of any regulatory authority governing any education or athletic program or activity of the District.

The Superintendent of Schools or his/her designee shall develop administrative regulations implementing the provisions of this policy.

S&G 11.9.2020

Legal References Available Upon Request

ADOPTED: October 28, 2021

REVISED: _____