

COMMUNITY RELATIONS

Advertising in the Schools

A. Generally

Students and employees shall be protected from exploitation by advertising in the schools.

B. Use of Commercial Materials

The School Board approves of the use of instructional materials developed by commercial organizations if the educational value of the materials outweighs their commercialism, if the advertising is in good taste and if the materials are not available elsewhere at a reasonable cost.

C. Announcements, Notices and Signs

Principals may permit the posting of announcements, notices, and signs in designated areas of the schools if the advertised activity will contribute to the students' education or if the proceeds of the activity will benefit the programs of instruction or extracurricular activities.

D. Billboard Advertising

Principals may accept appropriate billboard advertising at school facilities in accordance with applicable law and regulation. Advertisements for alcoholic beverages, marijuana, vaping related products, and tobacco are prohibited.

E. Corporate or Other Private Sponsorships

Advertising in the schools associated with corporate or other private sponsorship of interscholastic activities is governed by School Board Policy 7-70 and School Board Regulation 7-70.1.

F. Political Advertising

School facilities, school resources, email or other ~~web-based~~ web-based services, or equipment may not be used as a means of producing or disseminating to the community any material that advertises or promotes a political party, a political cause, or the candidacy of an individual for public office. During work hours employees may not participate in personal political activities.

Students and ~~e~~Employees of the School Board shall not be used to distribute campaign literature in within the schools, on school property, vehicles, or communication systems -or ~~at~~ school sponsored events ~~grounds~~, unless the distribution happens at a school in the area designated that day as a polling location.

G. Advertising in School Publications

School and/or student publications that normally solicit paid advertisements as a means of supplementing their income may accept and publish paid advertising copy that is appropriate for a school publication and that receives the prior approval of the principal or his/her designee.

Editor's Note

~~For distribution/announcement of outside communications see School Board Policy 7-15 and any implementing regulations.~~

~~For corporate sponsorship, see School Board Policy 7-70 and any implementing regulations.~~

~~For prohibition of expressive activities on school property see School Board Policy 7-16.~~

Related Links

School Board **Policy 7-15**

School Board **Policy 7-16**

School Board **Policy 7-70**

School Board **Regulation 7-70.1**

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APPROVED AS TO
LEGAL SUFFICIENCY

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