

Advertising

Advertising factors to be considered in advertising guidelines include:

1. Curricular or extracurricular.
2. Age appropriateness and students' normal educational facility.
3. Benefit to programs and school district.
4. Legal (i.e. tobacco, alcohol, drugs).
5. Classifications: donation, sponsorship and advertising or combination of these classifications.
6. All public-private sector partnerships must be consistent with all labor contracts, competitive bid requirements and all applicable federal, state and district laws, rules and regulations.
7. Public-private sector partnerships will not require a length of contract longer than five (5) years, or provide for automatic renewals or extensions, nor shall they subject the district to payment during periods beyond the length of the contract or in excess of the prorated benefit in the event of early termination.
8. No public-private sector partnership shall provide individual personal gain to district employees, students, parents or school board members.
9. Parents and community members should be informed of any new public-private sector partnerships via public announcements in newspapers or school newsletters or board meetings, etc.
10. Commercial involvement must support the goals and objectives of the school or district.
11. Commercial involvement programs should not limit the discretion of schools and teachers in the use of sponsored materials beyond agreed upon contract time.
12. Any contract covered by this policy will follow the district's approval process for contracts.
13. Any economic benefit from any partnership or agreement that exceeds \$2,500 to the school or district must be set forth in a written agreement and approved by the school board.
14. Public signs intended to be on display longer than thirty (30) days indicating the district's appreciation of a person or commercial support for education shall be permitted, if approved in advance by the school board.
15. Funds, goods or services - when used for approved fund raisers or incentive programs - will be considered donations.

Advertising on School Grounds

Advertising appearing on facilities or informational equipment for which the school board has negotiated an advertising agreement must be approved for age appropriateness for those facilities or informational equipment for which it can be reasonably assumed younger students (K-8) will come in contact with during the course of their required curricular activities.

For any advertising allowed in approved facilities an advertising agreement between the school and the advertiser shall be prepared. The advertising agreement shall include: a) correct legal name of the advertising party; b) term of the advertisement; c) nature/description of the advertisement; d) compensation / fee for the advertisement; e) conditions for the renewal and termination of agreement (including a definite termination date and any provisions for early termination).

Long-term contracts and short-term contracts with right of renewal shall be reviewed by the school board prior to receiving approval.

Advertising or logos other than manufacturer's identifying mark will not be permitted on the outside or the inside of school busses.

Where book covers are required, the school will make available multiple choices of book covers for student use.

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 prior approval of the principal or a designee (i.e. yearbook, school paper, booster clubs, fund-raisers).

Advertising in Electronic Media

The students of this district shall not be required to observe, listen to, or read commercial advertising in the classroom except for courses of study in the curriculum that have specific lessons related to advertising and supplemental material at the teachers' discretion.

The school district shall not enter into any contract to obtain electronic equipment or software that will obligate the school to post information about school procedures or events on electronic media that contain advertising directed at students.

The school district will not enter into any contract for electronic media services where personal information will be collected from the students by the providers of the services in question. Personal information includes, but is not limited to, the student's name, telephone number and home address.

Exclusive Vending Agreements

The school district will not enter into any agreements with vendors to provide exclusive district-wide access to student customers for soft drinks or snack foods purchased by students in school.

The school district will not enter into to any exclusive agreements with a company that asks students to carry a card, used for school identification and/or to gain access to student services when that card can also be used to gain access to private services provided by the company.

Students will not be used as agents for any district-wide vendors in an exclusive arrangement to sell products or services to the community at large.

Sponsored Educational Materials and Advertising in Curriculum

The school district will continue to evaluate curriculum materials it wishes to purchase to determine the extent of advertising content and make a recommendation on the materials that limit the use of promotional advertising.

The school district will not purchase curriculum materials that contain promotional information about a company that is irrelevant to the lesson being taught in the content of the curriculum.

Teachers may use identifiable names or logos in their instruction using their professional judgment for lesson relevance. Administrators and teachers will use IMC guidelines in deciding the appropriateness of supplemental material.

Glossary

Advertising ~ Advertising is the oral, written or graphic statement made by the seller in any manner in connection with the solicitation or business which calls for the public's attention to it by emphasizing qualities so as to arouse a desire to buy or patronize in exchange for financial payment. This includes the visible promotion of product logos for advertising purposes.

Advertising or sponsorship is not for sale, to the district, schools or other site-based councils, for market value, of goods and services, found by the district to be educationally and nutritionally sounds, which have brand names, trademarks, logos or tags for product or service identification purposes. These shall be governed by the purchasing or procurement policies of the district.

Age Appropriate ~ In determining appropriateness of material, the age and stages of development of the children should be taken into consideration. It is recognized that children vary considerably in their capacities to understand concepts and use critical thinking skills. With normal development, the ability to discern increasingly complex and abstract concepts increases as the child progresses from early to middle to late childhood.

Charity ~ An organization or institution engaged in non-profit assistance to the poor, distressed, incapacitated, etc. or such institution set-up for the care of such individuals or groups.

Curricular ~ Curricular are all those activities related to or required as part of a class.

Donation ~ The act or contract by which a thing, or the use of it, is transferred to a person or corporation, as a free gift.

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Electronic Media ~ Electronic media is defined as any type of instruction that happens during school time, or any program shown during school time that requires the use of electronic equipment, such as televisions, video equipment, computers, movie projectors, etc.

Exclusivity ~ An exclusive arrangement to sell or vend an item in school is one where a school or a school district signs a contract to make one product available to students, and such contract specifically forbids the sale of a competitor's product in the same school or school district.

Extracurricular ~ School Board Policy 2154 Extracurricular activities indicates that activities and events subject to the policy and procedure include but are not limited to the following: all athletics, ASB officers or class officers. Interact Club, flag team, Future Business Leaders of America, cheerleading, jazz band*, Cispus, counseling, band*, jazz choir*, Knowledge Bowl, choir*, club functions, National Honor Society, Olympic Odyssey, drama club, Destination ImagiNation, royalty/ special events. (*only non-graded events apply)

Logo ~ The name, symbol or trademark of a company or publication, borne on one printing plate or piece of type.

Manufacture's Identification Mark ~ The symbol, word, or sign which identifies the manufacturer's of an object.

Partnership ~ A partnership is a Board approved agreement between a school or school district and a private entity, wherein the basis and the terms of the relationship are set by the school district and agreed upon by the private entity. Partnerships should be of a non-exclusive nature and should not adversely affect or distract from the instructional mission of the school.

Public Disclosure ~ Public disclosure is defined as the attempt to inform the public of any and all considerations by a school or school district to enter into a corporate contract before the contract is fully negotiated and signed. The public should be informed of the terms of any possible contract, as well as the arguments for and against such a contract. Public disclosure is the use of available means to inform the public, including: postings in local newspapers, sending home parental notification, putting aside agenda points for discussions at public school board meetings and allowing public input at said meetings before adoption of the contract.

Recognition ~ Recognition is the oral, written or graphic acknowledgement or appreciation made for a donation or sponsorship. Forms may include plaques, inclusion in newsletters, newspapers or signs.

Sponsored Materials ~ Sponsored materials or sponsored educational materials are educational materials and programs developed and/or funded by commercial enterprises, trade organizations, or nonprofit organizations with significant corporate backing. These materials are intended for use or distribution at school and can be intended for use as either primary or supplemental curriculum.

Sponsorship ~ Sponsorship is a board approved agreement between a school district and individual school or a site-based or parent-based group, company or community-based organization in which the sponsor provides financial or resource support in exchange for recognition. This includes the visible promotion of product or commercial logos.

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