

ADVERTISING IN THE SCHOOLS

Alexandria City Public Schools (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.

All 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. School facilities, property or publications are not intended to be a public forum for expression of any commercial or other messages as a result of this Policy or otherwise.

Definitions:

Advertisement - 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.

Publication – Any document or other work created for general distribution. For the purposes of this Policy, the term "publication" does not include websites, webpages, blogs, and other online fora.

Except as otherwise expressly permitted and approved pursuant to ACPS policy including Policies JL and KQ

- advertisements may not be published, posted or displayed on or in school property, publications or facilities; and
- neither the facilities, nor the staff, nor the students of any school may be employed in any manner for advertisement.

Signage

Individual schools may not endorse or imply endorsement of any product or service. All requests for endorsement must be directed to the Superintendent or Superintendent’s designee. Signs shall be allowed only as expressly permitted by Policies JL and/or KQ.

Publications

ACPS recognizes that the production and dissemination of school publications such as a playbill 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. Advertisements, subject to ACPS' control under the terms of this Policy, may be placed for the sole purpose of providing financial support for the creation of school publications or associated activities, such as using advertising in a playbill to offset the costs of producing the play.

48 In order to solicit and publish advertisements for school publications, school organizations must
49 secure approval from the school principal or designee, provided that no such advertisements may
50 be permitted except as are consistent with the terms and conditions of this Policy, and the Criteria
51 for Advertisements set forth below. If there is need for policy clarification, the principal shall
52 consult with the Superintendent or authorized designee.

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54 **ACPS Criteria for Advertisements**

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

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

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85 Adopted: November 21, 1996
86 Revised: December 16, 2004
87 Revised: April 16, 2009
88 Amended: March 7, 2024
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91 Legal Ref.: Code of Virginia, 1950, as amended, section 22.1-78

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93 Cross Ref.: DJG Vendor Relations
94 KF Distribution of Information/materials

95	KGA	Sales and Solicitations in Schools
96	KQ	Commercial, Promotional and Corporate Sponsorships and
97		Partnerships