

FLORIDA STATE UNIVERSITY SCHOOLS
POLICY MANUAL
SCHOOL COMMUNITY RELATIONS AND INTERLOCAL AGREEMENTS
CHAPTER 9

9.40

ADVERTISING IN SCHOOLS

School facilities shall not be used for advertising or otherwise promoting the interests of any commercial, political or other non-school agency; or individual organization; nor shall School employees or students be employed in such a manner. ~~Advertising on school buses shall be prohibited.~~

- I. The following exceptions are granted for advertising in FSUS facilities or on FSUS property in the following categories or forums in accordance with the guidelines set forth herein:
 - A. School officials, with the Director's approval, may cooperate with any governmental agency in promoting activities in the general public's interest or may cooperate in furthering the work of any non-profit community-wide social service agency; provided that such cooperation does not restrict or interfere with the educational program of the school and is non-partisan and non-controversial.
 - B. A school may use film or other educational materials which contain advertising. The film or material shall be carefully evaluated by the Director for classroom use to determine whether the film or material contains undesirable propaganda.
 - C. The Director may announce or authorize to be announced any lecture or community activity of particular educational merit.

- D. Demonstrations of educational materials and equipment shall be permitted with Director's approval.
- E. Schools may utilize athletic facilities for commercial advertising to support school programs. The Director shall maintain approval rights on the content and form of such advertising. ~~Money collected from these commercial advertisements shall be deposited into the proper internal account.~~

II. Guidelines and Exceptions for Advertising

- A. When working together, schools and businesses must protect educational values. All commercial or corporate involvement should be consistent with the FSUS District's educational standards and goals.
- B. Any advertising that may become a permanent fixture of the school requires prior approval of the School Board.
- C. No advertisement shall promote or contain references to alcohol, tobacco, drugs, drug paraphernalia, weapons, or lewd, vulgar, obscene, pornographic or illegal materials or activities, gambling, violence, hatred, sexual conduct or sexually explicit material, X or R-rated movies, or gambling aids. Further, knowingly distributing material that is obscene and harmful to minors, as defined in F.S. 847.012, in any format and/or by any manner to a minor on school property is a felony under State law and is specifically prohibited by the Board.
- D. No advertisement shall promote any specific religion or religious, ethnic, or racial group, political candidate or ballot issue and shall be non-proselytizing.
- E. No advertisement may contain libelous material.
- F. No advertisement may be approved that would tend to create a substantial disruption in the school environment or inhibit the functioning of campus.
- G. No advertisement shall be false, misleading, or deceptive.

- H. Advertisements may be rejected by the Superintendent/Director if determined to be inconsistent with the educational objectives of the district, inappropriate, or inconsistent with the guidelines set forth in this policy.
- I. All corporate support or activity must be consistent with the Board's policies prohibiting discrimination on the basis of race, color, national origin, religion, sex, disability, or age, and must be age appropriate.
- J. Students shall not be required to advertise a product, service, company, or industry.
- K. Advertising may be permitted on the outside of school buses or vans with the approval of the Superintendent/Director.
- L. The Superintendent/Director is responsible for screening all advertising in advance.
- M. The Superintendent/Director may require that samples of advertising be made available for inspection.
- N. The inclusion of advertisements in District publications, in District facilities, or on District property does not constitute or imply approval and/or endorsement of any product, service, organization, or activity.
- O. Nothing in this policy shall be construed to prohibit the recognition of school/educational programs related contributions, such as instructional materials or student awards, by business/corporations, nor to prohibit the use of such contributions bearing the identification of businesses which are sponsoring the contribution. However, no such awards/contributions may be made without the approval of the Principal.

III. Accounting

- A. Advertising revenues must be properly reported and accounted for.

IV. Forms of Advertising

- A. Direct Advertising
 - 1. signage and billboards in school athletic facilities or on fencing;

2. corporate logos or brand names on school equipment (e.g., marquees, message boards or score boards);
3. ads, corporate logos, or brand names on book covers, student assignment books, or posters;
4. ads in school publications (newspapers and yearbooks and event programs); and/or
5. media-based electronic advertising (e.g., Internet or web-based sponsorship).

B. *Indirect Advertising*

1. corporate-sponsored instructional or educational materials, teacher training, contests, incentives, grants, or gifts; and/or
2. the School Board approves the use of instructional materials developed by commercial organizations such as films and videos only if the education value of the materials outweighs their commercial nature.

STATUTORY AUTHORITY: s. 1001.42, Fla. Stat.

LAWS IMPLEMENTED: s. 1001.43, Fla. Stat.

ADOPTED:

REVISION DATE(S):

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