

ADVERTISING AND PROMOTION

Students must be protected from possible exploitation in advertising and promotion interests of any non-school agency or organization. Within that context:

1. Schools may cooperate in furthering the work of any non-profit community-wide social service agency; provided that such cooperation does not restrict or impair the educational program of the schools.
2. The schools may use films or other media materials which include commercial messages providing such materials can be justified on the basis of their educational values.
3. The Superintendent may, at his/her discretion, announce or authorize to be announced, any lecture, play, film, or other community activity with educational value.
4. The schools may, upon approval of the Board of Education, cooperate with any agency in promoting activities in the general public interest, and which promote the education and best interests of the students.
5. No advertising material may be posted or distributed to students which, in the opinion of school authorities, would contribute to the personal gain of an individual, business or company except as follows:
 - a. Educational material used by staff for educational purposes.
 - b. Samples, calendars, supply catalogs, etc., distributed to staff for examination, testing or review or routine classroom use.

Community Relations

Advertising, Promotion and Commercial Activities/Revenue Enhancement

Revenue enhancement through a variety of District-wide and District-sponsored marketing activities, including but not limited to advertising, corporate sponsorship, signage in or on District facilities, etc., is approved by the Board of Education (Board). The Board may approve such opportunities subject to certain restrictions in keeping with the contemporary standards of good taste and community values. Advertising will model and promote positive values for District students through proactive educational messages and not be simply traditional advertising of a product. Preferred advertising includes messages encouraging student achievement and high standards of personal conduct.

All sponsorship contracts will allow the District to terminate the contract on at least an annual basis, if it is determined that it will have an adverse impact on implementation of curriculum or the educational experience of students.

The revenue derived from such advertising should (1) enhance student achievement; (2) assist in maintenance of existing District athletic and activity programs; and (3) provide scholarships for students participating in athletic, academic, and activity programs, who demonstrate financial need and merit.

Appropriate opportunities for marketing activities include but are not limited to:

1. Fixed signage.
2. Banners.
3. District-level publications.
4. Television and radio broadcasts.
5. Athletic facilities, including gymnasiums and fields.
6. District-level projects.
7. Individual school publications.

Advertising shall not be permitted in classrooms, other than corporate-sponsored curriculum materials approved by the school Principal.

In seeking revenue enhancement, the following restrictions will be in place. Revenue enhancement activities will not:

1. Promote hostility, disorder, or violence;
2. Attack ethnic, racial, or religious groups;
3. Discriminate, demean, harass, or ridicule any person or group of persons on the basis of gender or sexual orientation;
4. Be libelous;
5. Inhibit the functioning of the school and/or District;

11/8/2023

Regional School District No.7

Community Relations

Advertising, Promotion and Commercial Activities/Revenue Enhancement (continued)

6. Promote, favor, or oppose the candidacy of any candidate for election, adoption of any bond/budget/referendum issues, or any public question submitted at any municipal, state or federal election;
7. Be obscene or pornographic, as defined by prevailing community standards;
8. Promote the use of drugs, alcohol, tobacco, firearms, or certain products that create community concerns;
9. Promote any religious or political organization;
10. Use any District or school logo without prior approval.

(cf. 1260 - Educational Foundations)

(cf. 1314 - Soliciting Funds from and by School Personnel)

(cf. 1324 - Soliciting Funds from and by Students)

(cf. 1660 - School-Business Partnerships)

(cf. 3280 - Gifts, Grants and Bequests)

(cf. 3281.1 - Business/Industry/Corporate Involvement in Education)

(cf. 7551 - Naming of Facilities)

Legal Reference: Connecticut General Statutes

7-194 Powers.

10-9 Bequests for educational purposes.

1021a Accredited courses offered by employers.

1021b Programs offered jointly by boards of education and business firms;
neighborhood assistance.

Federal Statutes

Title IX of the Educational Amendments of 1972.

Family Educational Rights and Privacy Act — 20 U.S.C. Sec. 1232g.

Protection of Pupil Rights Act — 20 U.S.C. Sec. 1232h.

Policy adopted:

Revised/Addition of 1325(a) and 1325 (b) 12.13.2023