

Community Relations

Advertising, Promotion and Commercial Activities

Purpose

The Board of Education (Board) recognizes that public schools provide a potential market for commercial activities. Therefore, it is important that the District protects students and parents/guardians from exploitation and ensures that commercial activities do not interfere with the educational program. Except for instruction relating to advertising, students shall not be required to listen to, read, or be subjected to commercial advertising in the classroom or in school-provided materials in curriculum-related activities, except as provided by this policy.

Definitions

Advertisement – any payment of money or other economic benefit to a school or to the District that requires visual, audio, voice, data, electronic, online, and/or video placement of a name, slogan or product message on a school District property or publication. The term advertisement does not include traditional fundraising, activities such as walk-a-thons, magazine sales, or food sales, nor does it apply to outright gifts to which no quid pro quo is attached.

Sponsorship – any payment of money or other economic benefit to a school or to the District in exchange for recognition.

Exclusive Rights Contracts – any payment of a premium or provision of some economic benefit to a school or to the District for the right to be a sole provider of a service or product. This term includes limited exclusive rights contracts where more than (1) provider may supply the same or similar service or product.

Purchase of Goods and Services – purchases of services or goods by the District for a product or service required by the District.

Delegation of Responsibility

The Superintendent and/or his/her designee shall approve or deny the publication of the submitted and requested advertisement and may establish procedures for commercial activities within the District. The Superintendent and/or his/her designee shall also designate the recipient of the commercial activity.

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Advertising, Promotion and Commercial Activities (continued)

Advertisements

No advertisements, as defined by this policy, shall be allowed unless they fit one or more of the following categories, and are approved by the Superintendent and/or his/her designee:

1. Paid advertisements in student publications or other District publications.
2. Instructional aids furnished by private sources when the advertising is reasonable, nonintrusive, and noninherent to the content; such instructional aids must be used in a manner that is consistent with the District's policies and practices related to curriculum and instruction, controversial issues, and the use of District property.
3. Signs on athletic fields must meet the municipality's sign code and school District approval.
4. Advertising in the program for an extracurricular activity.
5. A pro-school advertisement for an organization approved by the Superintendent.
6. The display of product names on vending machines that have been placed in the school for the use of students, staff, and the public.
7. Incidental advertisements that appear when students are using various Internet services.

Advertising Procedure

All organizations wishing to use facilities to advertise in accordance with this policy must submit a written application and be approved by the Superintendent or his/her designee. The Superintendent or his/her designee shall be solely responsible for the processing of applications.

The request to advertise must include a description of the location requested, an accurate color representation of the advertisement with size and materials indicated, and the period during which the advertising will remain in place.

The Superintendent may consult with the Facilities Department before granting approval for advertising on District-owned or leased real property. If requested, the Facilities Department shall verify that the proposed advertising is in compliance with District safety and maintenance standards.

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Business Advertising

Business advertising under this policy shall be subject to the following:

1. Business advertising shall be permitted only pursuant to an approved fundraising program.
2. The content of all business advertising shall be limited to the name, business address, logo and telephone number of the business entity.
3. All requests to raise funds through the solicitation of business advertisements must be submitted to the appropriate Principal, and approved by the Superintendent or his/her designee.

Mode of Advertising

This policy statement acknowledges that a wide variety of advertising media can be used. The list of media may include but not be limited to fences, billboards, posters, flags, score boards, publications, clothing, book bags, school supplies, web pages, TV, radio, and audiovisual materials.

Termination

The Superintendent has the authority to terminate all advertising as set forth in this policy at no financial penalty to the Board. In this event, the requesting organization must remove all advertisements in accordance with policy set forth by the District.

Exclusions

The District reserves the right to exclude businesses whose advertising is inappropriate in the public school context (for example, manufacturers and distributors of tobacco or alcohol products, etc.) or whose advertising is inconsistent with the obligations of a public school district.

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Advertising, Promotion and Commercial Activities (continued)

Sponsor

The Board encourages District staff to seek sponsorship to help support District programs and services, but no sponsorship agreement shall require that the District's programs and services be delivered in a specific manner.

A sponsor may be acknowledged in school District publications. The acknowledgement should be tasteful and may not minimize or take away from the District's role or responsibility for the activity or service.

Exclusive Rights Contracts

The Board of Education (Board) may, from time to time, consider the approval of an exclusive rights contract if it will result in substantial benefit to the District, its schools and their respective students, and is not inconsistent with the District's mission, policies, and goals. The Board's consideration of such benefit may include but is not limited to the impact on students, as well as the amount of funds that will be generated, how the funds will be used, and what alternative sources of funding are available.

All such contracts must be issued in conformance with purchasing procedures established by law and Board policy. Only those sites approved by the Board shall participate in an exclusive rights contract.

Exclusive rights contracts shall not include provisions that would allow marketing activities, including advertising, to take place in District classrooms, hallways, or lunchrooms, except that vending machines at all District schools may display product names.

Prior to approving an exclusive rights contract, the Board shall, after conducting a public hearing, determine whether the substantial benefit of the contract justifies the required advertising, sale of products, or other contract provisions.

Purchase of Goods and Services

From time to time, the District may contract for goods and services, particularly in its food service program, where the display of product names is necessary. Such arrangements shall be issued in conformance with purchasing procedures established by law and Board policy, and be necessary to the economical use of the goods and services, and shall not include provisions that would allow marketing activities, including advertising, to take place in District facilities other than where the product is being utilized.

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Prohibited Commercial Activities

No commercial activity as defined or allowed by this policy shall be associated in any way with the sale of tobacco, alcohol, illegal drugs, or weapons; contain vulgar and plainly offensive, obscene, or sexually explicit language; advocate the violation of law or District policy; advance any religious or political organization; promote, favor, or oppose a candidate for elected office or a ballot measure; or be associated with any company or individual whose actions are otherwise in violation of law.

The District shall provide no personally identifiable data about a student to the sponsor of a commercial activity without the consent of a parent/guardian, unless approved by the Superintendent and/or his/her designee, and in conformance with the Protection of Pupil Rights Act (PPRA) and Family Educational Rights and Privacy Act (FERPA). Likewise, no student, in order to participate in a school program or school-sponsored activity, shall be required to provide personally identifiable data to the sponsor of a commercial activity without the consent of a parent/guardian, unless approved by the Superintendent and/or his/her designee, and in conformance with the PPRA and FERPA.

Students shall not be required to complete any survey or questionnaire that is designed to provide marketing information to a vendor or business about their interests and preferences for a particular vendor, business, or product.

Any commercial activity allowed by this policy shall be respectful of all people without regard to their disability, race, color, gender, national origin, ethnicity, sexual orientation, age, religion, marital status, socioeconomic status, cultural background, familial status, physical characteristics, or linguistic characteristics.

(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. 5125 – Confidentiality of Student Records)

(cf. 7551 – Naming of Facilities)

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Advertising, Promotion and Commercial Activities (continued)

Legal Reference: Connecticut General Statutes

7-194 Powers.

10-9 Bequests for educational purposes.

10-21a Accredited courses offered by employers.

10-21b 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

Community Relations

Advertising and Promotion

The Board of Education recognizes that public schools should maintain careful controls on the way in which students are exposed to materials and announcements, other than those directly related to school sponsored programs and activities. Although school districts are public institutions, fully supported by public taxes, the Board has a clear responsibility to protect students and their families from exploitation by private interests including, but not limited to, commercial, cultural, economic, environmental, organizational and political exploitation.

There are situations, however, when it is educationally sound to make students more aware of the social environment and their roles as members of society. In such situations, judicious dissemination of information to students about community activities is warranted. Each situation requires individual consideration and the judgment of responsible school officials must be the decisive factor. Caution is to be exercised to prevent exploitation of the system and its students, who represent a large, and captive audience.

It is the policy of this Board that the students, the staff, or the facilities of the East Granby Public School District shall not be used to advertise or promote commercial, organizational, cultural, or other non-school interests except that the district may:

1. Utilize instructional aids furnished by private sources when the advertising content is reasonable in the judgment of the Superintendent.
2. Cooperate, through announcements and distribution of program material, with a town agency or non-profit community organizations that benefit students and their families, when such cooperation will not interfere with the school program.
3. Permit participation on a student option basis in essay, art, science, and similar contests sponsored by outside interests when such activities parallel the curriculum and contribute to the educational program.
4. Accept limited advertising on extracurricular activity schedules and programs at the discretion of the Principal of the school involved.
5. Permit other exceptions when, in the judgment of the Superintendent, students of the district will benefit. The Superintendent may, at his or her option, refer specific cases to the Board for decision.

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Advertising and Promotion (continued)

6. Allow temporary displays of advertising by community organizations utilizing school district facilities for community benefit outside the official school calendar year. All such displays shall be limited to the area being utilized and only for the duration of the activity. All such displays shall be removed prior to the start of school in the Fall.
7. Allow advertising for the purchase of photographic services in connection with the class pictures and the services and goods deemed necessary by the Principal for the normal student activities of a high school.
8. In the case of colleges, universities, armed service agencies, corporations, business and public service agencies, it is the policy of the Board of Education that access to schools shall be encouraged to bring career and occupational information to students. The Superintendent shall ensure that such activities are carefully monitored to restrict any commercial advertisement.

It is the responsibility of the Superintendent to evaluate and act on all requests for the acceptance and use of material contributions involving advertising, to notify the Board of that action, and to refer to the Board all advertising issues he or she believes requires Board decision. The Superintendent is also authorized to arrange for appropriate public acknowledgment and recognition of contributions to the improvement of school programs and facilities.

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

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Advertising and Promotion

Restrictions on Advertising

The following restrictions shall apply to all advertising. Advertising shall 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 or slanderous.
5. Inhibit the functioning of the school and/or school district.
6. Override the school/school district identity.
7. Promote, favor or oppose the candidacy of any candidate for election, adoption of any bond/budget issues or any public question submitted at any general or municipal election.
8. Be obscene or pornographic as identified by prevailing community standards throughout the District.
9. Promote the use of drugs, alcohol, tobacco, firearms, or certain products that create community concerns.
10. Promote any religious or political organization.
11. Use any District or school logo without prior approval.

Disclaimer:

The inclusion of advertisements in school district publications, in school district facilities, or on school district property does not constitute approval and/or endorsement of any product, organization or activity.

Permission:

(Cross reference Fundraising Policy #1324 for limited exceptions).

Any proposed advertising must be approved in advance in writing by the Superintendent. The Superintendent may at her/his discretion refer any proposed advertising to the Board of Education for its approval. Any arrangement that calls for the district to enter into a formal contract must be approved by the Board of Education.

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Advertising and Promotion

Permission: (continued)

All advertising proposals must include the following information:

1. A description of the product being advertised.
2. A description of the manner in which the product is to be advertised.
3. A complete description of the obligations of the school and/or district.
4. A complete description of the obligations of the sponsor (value).
5. The length of the agreement.
6. Proposed use of money, service or material received by the school and/or district.

The Board of Education reserves the right to initiate and approve any advertising arrangement.

Funds Management

Advertising revenues must be accounted for and reported to the Board of Education. Each school must submit an annual report concerning advertising revenues and how they were utilized to the Superintendent or designee. The Superintendent or designee shall submit an annual report to the Board of Education regarding all district and school advertising revenue including how such revenue was expended.

For purposes of this section advertising revenues are defined as any money, service or material received by the school and/or district in return for allowing the advertising.

In general, revenue shall be used for purposes(s) stated in the application; however, the Board of Education reserves the right to allocate any revenue in the manner it sees fit.

Advertising revenue is not to be used to supplant the financial obligations of the town/city or school district to fund the operation of the public schools. Advertising revenue is to be used to fund programs, activities or services that go above and beyond the recurring expenses necessary to maintain the system.

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

EAST GRANBY PUBLIC SCHOOLS
East Granby, Connecticut

ADVERTISING PROPOSAL

Directions: All advertising proposals must be submitted in writing to the Superintendent for approval. The Superintendent, at her/his discretion may refer any proposal to the Board of Education. Any proposal that requires a written contract must be forwarded to the Board of Education by the Superintendent.

All advertising proposals must include the following:

1. Name of the person, program, or school entering into the agreement.
2. A description of the product to be advertised.
3. A description of the manner in which the product will be advertised.
4. A description of the obligations of the school, program, or district.
5. A description of the obligations of the advertiser, including the value.
6. The length of the agreement.
7. Proposed use of money, services, of material received by the school, program, or district.