

MORRISVILLE BOROUGH SCHOOL DISTRICT

SECTION: COMMUNITY

TITLE: ADVERTISING IN SCHOOLS

ADOPTED: November 14, 2007

REVISED:

	<p style="text-align: center;">913.1. ADVERTISING IN SCHOOLS</p> <p>1. Purpose The Board of School Directors recognizes that for-profit advertising has always been part of schools to a limited extent in the form of advertising in yearbooks, student newspapers, and sport programs, and in the sale of products by student and parent groups for fundraising purposes. Corporate pressure for more commercialism in schools, in exchange for some financial benefit, has increased dramatically in recent years.</p> <p>2. Authority The Board recognizes its responsibility to protect students from an excessive amount of commercialism in district schools and from intrusion of commercial interests in the classroom, when such intrusion would influence curriculum or instruction, or become a distraction to the school’s primary purpose.</p> <p>The Board also recognizes that commercial advertising in schools can provide additional revenues or other benefits, which the taxpayers might otherwise be asked to fund. The Board has a responsibility to district taxpayers to maximize revenues whenever possible.</p> <p>All sponsorship programs and/or advertising agreements or contracts must be approved by the Board of School Directors. All sponsorship programs and/or advertising agreements or contracts will be managed by the district business office. A list identifying corporate sponsorship and advertisers for district-wide programs will be produced and reported to the Board annually.</p> <p>3. Guidelines The Board authorizes the following guidelines for commercial advertising, display, or sale in schools:</p> <ol style="list-style-type: none"> 1. Promotion, display, or sale of commercial products or advertisement promoting corporate interests may be permitted if approved by the Morrisville School Board when such promotion will generate revenue or provide some other benefit for the district. No commercial product, logo, or corporate name shall be displayed, advertised, or sold in schools without express approval by the Board,
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except for the purpose of school fundraisers or events that benefit students that are approved by the building principal. This regulation does not apply to the incidental display of names of product or corporate names on school equipment or supplies, or to food products sold in cafeterias and vending machines or at district events.

2. Advertising opportunities in the school district will be subject to certain restrictions in keeping with contemporary standards of good taste and will seek to model and promote positive values for our students, staff, and district. In keeping with this standard, no advertising will be allowed which:
 - a. Promotes hostilities, disorder, or violence.
 - b. Attacks ethnic, racial, gender, sexual orientation and/or religious groups.
 - c. Is libelous.
 - d. Invades the rights of others.
 - e. Inhibits the functioning of the school.
 - f. Overrides the school's identity.
 - g. Promotes, favors, or opposes the candidacy of any candidate for election, or any public question submitted at any general, county, municipal, or school election.
 - h. Promotes the use of weapons, drugs, alcohol, or tobacco products.
3. Appropriate media and venues for advertising might include:
 - a. Banners/signs.
 - b. Athletic or other uniforms.
 - c. District level publications.
 - d. Student publications.
 - e. Television.
 - f. Athletic facilities.

- g. District level projects.
- h. Community education advertising.
- i. District level activities at state tournaments.

4. Solicitation of students:

- a. Solicitation necessary for approved student activities such as class rings, pictures, and other special materials may be made with the approval of the principal. No prior Board approval is needed for this type of solicitation.
- b. Any other solicitation is prohibited. This prohibition includes, but is not limited to:
 - 1) Surveys to provide marketing information about their interests and preferences for vendors, businesses, and corporations with whom the district has an agreement for commercial use in schools.
 - 2) Door-to-door sales in the community.

5. Solicitation of staff:

- a. District-related purposes:

The solicitation of staff by outside organizations, salespeople, students, and/or other staff is permitted in accordance with the following guidelines:

- 1) Permission to meet with employees shall be granted by the building administrator.
- 2) The administrator shall specify the district employees permitted to conduct district business with the salesperson.
- 3) The discussion between the employee and the salesperson shall not infringe upon the employee's performance of his/her duties.

b. Nondistrict related purposes:

The solicitation of staff by anyone for nondistrict related purposes is prohibited without approval of building principals. This prohibition includes, but is not limited to:

- 1) Personal annuity plans.
- 2) Personal insurance proposals.
- 3) Retirement plans.
- 4) Sales of nondistrict related items or services.

6. Solicitation of parents:

The solicitation of parents through the use of school district records by outside organizations and/or salespeople is prohibited without Board approval.

This prohibition includes, but is not limited to:

- a. Distribution of flyers and other materials.
- b. Use of telephone lists and/or addresses.
- c. Direct sales on school property.
- d. Using the name of a school or in any other way indicating that a school or the school district is supporting or endorsing an activity or product.

Exceptions to this policy will be for made for organizations that have benefit to students as approved by the building principal.

7. Cable channel advertising:

Advertising on the school district cable channel may be permitted under the following circumstances:

- a. Individuals, organizations and/or companies wishing to place an ad must submit copy for approval to the Board.
- b. Advertisements must be noncontroversial, nonpolitical, nonreligious, dignified and professionally done.

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| | <ul style="list-style-type: none">c. Prospective advertisers must pay the advertising fees to the district, which will be established by the Board. Advertisers may elect to contract monthly, quarterly, semi-annually or annually.d. In certain circumstances, advertisements may be without fee or may be accepted in exchange for goods and services in lieu of cash payments. Such bartering must benefit the district. Accounting of such transactions must be provided to the district Business Manager. These reports must be subject to audit.e. Advertising copy and contractual agreements must be approved by the Board or its designee. <p>8. Commercial advertisements viewed by students are permitted during television programs or as part of computer access when the school district has entered into an agreement with corporate sponsors to benefit the district. No student shall be forced to view, listen to, or read commercial advertisements, even when use of such advertisements in schools is part of a district agreement. The Board also recognizes that commercial advertisements are an integral part of Internet sites and cannot be regulated by the school district.</p> <p>9. No educational materials published by a corporate interest shall be used in instruction unless they are part of the approved course of study, even when such materials are free.</p> <p>10. Any exclusive use of food products shall be approved by the Board and regulated by the district contract with a food service provider or by some other district agreement with a vendor, business, or corporation.</p> <p>11. With the approval of the building principal, coupons for goods and services provided by local businesses may be used as rewards or incentives for an educational program.</p> <p>12. No parent and/or student shall, on behalf of the school or any school authorized or sponsored group, sell commercial products, or to collect materials such as product labels and cash register receipts, in order to raise funds or provide equipment without obtaining building principal approval. Students shall not be used to solicit door-to-door sales or car solicitation of any form such as roadways, parking lots and/or intersections.</p> |
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13. Posters or other materials designed to promote use of a product shall not be permitted in classrooms, auditoriums, or school offices. Limited use of commercial posters is permitted in the cafeteria and halls if such use is part of a district agreement with a vendor, business, or corporation.
14. Limited use of posters and other materials, which are not part of a district agreement with a vendor, may also be permitted in cafeteria and halls if their primary purpose is to promote a clearly defined educational goal and if the use of a corporate name or logo is incidental. Examples of such goals might be prevention of substance abuse or encouraging students to read. The principal shall determine the poster's educational value and how much use is permissible.
15. School-related organizations and/or youth-related organizations may request the principal's approval to post on bulletin boards and/or to disseminate information on applying for membership, activities, schedules, and events. (Examples of organizations include sports boosters, band boosters, PTO, scouts, or various community youth groups open to all.) All bulletin board posters are subject to the same guidelines as listed for advertisers.
16. Promotion of an industry's image or political agenda is not permitted even when educational goals, such as good nutrition or preserving the environment, may be invoked. This regulation also applies to materials produced by nonprofit organizations whose purpose is to promote a particular industry or group of products.
17. Goods, services, performances, and activities produced or conducted by such nonprofit organizations, the names of such organizations, and the persons connected with such enterprises may be brought to the attention of students or parents, but only when the information would clearly be of interest or value to the students themselves. The most appropriate method for communicating such information shall be through routine announcements at the high school and incorporating the material in regular newsletters and student menus distributed to parents, as opposed to having students carry flyers and brochures home.
18. Although advertisements and announcements for fundraisers, charity drives, a-thons, and the like may be made in accordance with this policy, neither the school district, itself, nor any student groups, clubs or other organizations sponsored or funded by the district shall make contractual arrangements for such activities or become involved in any manner in such an activity without prior Board approval.

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19. Advertisements and announcements regarding various types of contests (essays, posters, etc.) shall be subject to the limitations of this policy. Any participation in contests shall be optional with individual pupils. School time may be used only if the contest activity complements the normal program of instruction and only if meaningful alternatives are available for pupils who do not wish to participate.
20. The Board recognizes the value of foreign travel to high school students. It will cooperate with reputable firms to bring economical travel packages to the attention of the students. No final arrangements may be made for student travel or obtaining travel packages for student travel without first obtaining the permission and approval of the Board.
21. No religious group, religiously oriented group, political party or group, or special interest group may disseminate tracts, materials, or publications of any kind in any school buildings or on any school district property, unless these materials or publications are part of a Board approved planned instruction.
22. Gifts from individuals or businesses to the district may be accepted with approval of the Board. All gifts become the property of the school district. The Board reserves the right to refuse a gift that the Board deems inappropriate or does not provide a benefit to the district program or which, by the terms, type or condition of the gift, can be construed as discriminating.
23. The Board seeks and encourages participation arrangements with area businesses, especially those that are mutually beneficial. Partnerships can take many forms, including outright sponsorship of specific programs or purchases, personnel exchange, volunteering, speakers, advisory committees, etc. The Board shall assure that the goals of each specific partnership be mutually developed and agreeable. In case a particular business wishes to formally sponsor the financial part or all of a specific activity, school officials shall maintain control and management of the activity. The schools may cooperate with nonprofit organizations or government agencies in the general public interest, which are nonpartisan and nonsectarian and which promote the educational program of the school and the best interest of the students. All partnerships shall be approved by the Board. If the Board decides to form a partnership with and/or allow sponsorship of any school activity by any third party or outside entity the Board will first seek approval of any applicable regulatory agency prior to making any agreement with a third party or outside entity.

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| | <p>24. All materials to be distributed or posted must be approved in accordance with this policy. Material to be approved by the building principal must be provided to the principal at least seventy-two (72) hours prior to the requested posting or distribution date. Materials that require Board approval must be delivered to the Board President at least one (1) week prior to the regularly scheduled Board meeting for that month in which the requestor seeks approval.</p> <p>25. Any exceptions to this policy must be voted upon by the Board at a public Board meeting.</p> <p>26. The Board reserves the absolute right to reject or cancel, at its sole discretion, any proposed advertising, copy or running advertisements which the Board, in its sole discretion, deems violates the law or is in contradiction of the stated goals, purposes or directives contained in this policy.</p> |
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