

NORTH PENN SCHOOL DISTRICT

School Board Policy

2603(a)

Administration

ADVERTISING

Purpose

The Board of School Directors recognizes that advertising by for-profit and nonprofit companies has always been part of schools to a limited extent in the form of advertising in sport programs, and in the sale of products by student and parent groups for fundraising purposes. The Board also 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. 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. The purpose of the policy is to develop guidelines to pursue revenue through advertising without negative impact to North Penn School District.

Authority

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.

This policy does not, nor does it seek to, create a forum for all types of advertising or to provide a general public forum for purposes of communication. Rather, recognizing the special nature and function of the public school setting and only to the extent that it does not interfere with the same, the intent is to make use of a limited portion of the School District's property in order to generate financial support from commercial sponsors for School District programs and activities. It is the school district's intention to maintain complete control over all messages disseminated through its communication channels. It is the school district's intention to be reasonable, to keep a neutral viewpoint, and not abuse its discretion when regulating the sponsorship programs and/or advertising agreements or contracts.

Guidelines

The Board authorizes the following guidelines for commercial advertising, display, or sale in schools:

1. With the exception of the school district's cable channel, promotion, display, or sale of commercial products or advertisement promoting corporate interests may be permitted if approved by the Superintendent or designee 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 Superintendent or designee, except for the purpose of school fundraisers or events that benefit students that are approved by the building principal. This policy 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. Is harmful or prejudicial to students; for example, materials which are libelous and obscene as defined by the laws of the Commonwealth of Pennsylvania and the United States;
 - b. Fosters disruptiveness among the students so as to interfere with the learning environment;
 - c. Threatens immediate harm to the welfare of the school community or any individual;
 - d. Discriminates against any segment of the student body or interfere with another individual's rights;
 - e. Encourages unlawful activity;
 - f. Violates separation of church and state;
 - g. Promotes the election of a government official;
 - h. Promotes, favors, or opposes the candidacy of any candidate for election, adoption of any bond/budget issues, or any public question submitted at any general, county, municipal, or school election.
 - i. Is inconsistent with the district's mission or wellness policy. Food products that are prohibited from being sold to students on school campuses by Board policy shall not be advertised on Board property.
 - j. Promotes or contains 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, R, PG-13 or PG rated movies, or gambling aids.
 - k. Is false, misleading, or deceptive.
 - l. Promotes hostility, disorder or violence.
 - m. Overrides the school/school district identity.

3. Allowable locations, events, programs, and media for advertising and sponsorship:

<u>Allowed</u>	<u>Locations</u>
No	Classrooms
Yes	Hallways
Yes	Gymnasiums
Yes	Locker rooms
Yes	Auditorium
Yes	School store
Yes	Cafeteria
No	Offices
No	Library
Yes	Buses, inside
Yes	Vehicles
Yes	Faculty room
Yes	Athletic facilities
No	Entrance signs to school property
	<u>Events/Programs</u>
Yes	Plays, musicals
Yes	Athletic events
Yes	Musical programs
Yes	Teacher training
Yes	Conference
Yes	Awards
Yes	Incentive programs
Yes	Endowed programs
Yes	Endowed positions
Yes	Endowed coaching positions
Yes	District projects
	<u>Media and Venues</u>
Yes	Posters
Yes	Banners
Yes	Signs
Yes	Signboards, digital
Yes	Yard signs
Yes	Crop art
Yes	Athletic or other uniforms
Yes	District level publications
Yes	District website
Yes	District YouTube channel
Yes	Student publications
Yes	Community education program advertising
Yes	Yearbooks

4. 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.
5. 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.
6. 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.
7. No parent and/or student shall, on behalf of the school or any school authorized or sponsored group, sell commercial products, or collect materials such as product labels and cash register receipts, in order to raise funds or provide equipment without obtaining building principal approval.
8. 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.
9. 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 also applies to materials produced by nonprofit organizations whose purpose is to promote a particular industry or group of products.
10. Advertisements and announcements regarding various types of contests (essays, posters, etc.) shall be subject to principal approval. 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.
11. Parent Organizations and Publications. Advertising opportunities exist to support booster clubs and parent organizations. These organizations may solicit advertising for publications such as programs, yearbooks, and family directories. Advertising and sponsorship beyond those items listed requires approval by the Superintendent.
12. Solicitation:
 - a. Students-Solicitation necessary for approved student activities such as class rings, pictures, and other special materials may be made with the approval of the principal. Any other solicitation of students is prohibited including marketing surveys.
 - b. 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.
 - c. Staff-The solicitation of building or district staff by outside organizations, salespeople, students, and/or other staff is not permitted.
 - d. Parents-The solicitation of parents through the use of school district records by outside organizations and/or salespeople is prohibited.

13. Cable Channel Sponsorship:

- a. There will be no commercial advertising on the school district's cable channel. Instead, acknowledgements of donors will be permitted. Such acknowledgements may only include:
 - (1) A logo or slogan that identifies, but does not promote;
 - (2) Location(s) of the donor's business(es);
 - (3) Value neutral descriptions of a product line or service; or
 - (4) Trade name, product service listing that aid in identifying the donor.
- b. Such acknowledgements may not mention:
 - (1) Price information, including discounts
 - (2) Rebates
 - (3) Interest rates
 - (4) Calls to action
 - (5) Inducements to buy, sell, rent or lease
 - (6) Any language that states or implies favorable comparisons to other similar businesses or competitors.
- c. Sponsorship acknowledgements on the school district cable channel may be permitted under the following circumstances:
 - (1) Individuals, organizations and/or companies wishing to contribute a sponsorship acknowledgement must submit copy for approval to the Superintendent or designee.
 - (2) Prospective sponsors must pay the all fees to the district, which will be established annually by the district's business office. Sponsor may elect to contract monthly, quarterly, semi-annually or annually.
 - (3) In certain circumstances, sponsors may be without fee or may be accepted in exchange for goods and services in lieu of cash payments. These arrangements must benefit the district.

14. Review and Approval of Advertisement and Sponsorship

- a. Proposals shall be reviewed by the principal, the facility manager, and approved by the Superintendent
- b. Upon approval, proposals will be incorporated into a standardized contract. Advertising contracts that contain provisions for sign and/or banner displays must require the outside organization to maintain them in satisfactory condition. The Board reserves the right to cancel an advertisement/sponsorship at any time.
- c. Contractual agreements must be approved by the Board.
- d. Accounting of such transactions must be provided to the district Business Manager. These reports must be subject to audit.

15. In considering the appropriateness of advertising, all District employees shall adhere to the Code of Ethics for Public Officers and Employees prohibiting the misuse of a public position and limiting the use of information which is not available to the general public and used for a person's personal gain or benefit or that of any other person or business entity.

16. With respect to advertising, School District employees shall not give written or oral endorsement to any company representative for any periodical, book, or product which may be offered for sale to students, parents, or schools.

17. In instances when advertising is permitted, the District shall comply with all local ordinances, rules and regulations governing outdoor advertising.
18. The School Boards name, students, staff members, and District facilities shall not be used for any commercial advertising or otherwise promoting the interests of any commercial, political, nonprofit or other non-school agency or organization, public or private, with the approval of the School Board or its designee.
19. The inclusion of advertisements in School District publications, in School District facilities, or on School District property does not constitute or imply approval and/or endorsement of any product, service, organization, or activity.

Policy Adopted: September 20, 2012