

Advertising in the Schools (See also KI)

DEFINITIONS

Commercial advertising - Includes any communication describing a business or service other than the legal name of the business.

Advertising materials - Include coupons, buy-one/get- one-free offers, descriptive brochures or printed materials, discounts or any other promotional items that do not benefit the holder without cost.

COMMERCIAL ADVERTISING

Commercial advertising to promote products or services in the facilities or on the grounds of school property may be allowed only with prior written approval of the Principal/site administrator, who shall forward a copy of each approval/denial to the appropriate school director.

In considering each request, the Principal/site administrator shall determine if the advertisement detracts from the use of instructional time and is age-appropriate for students. Such determination shall follow review standards that prohibit language or depictions that:

- Contain profanity or obscenity;
- Are political advertisements;
- Promote violence or substances or activities illegal for minors; and/or
- Contain racial, ethnic, religious, sexual or handicap slurs, or any gang-associated affiliation.

Placement of commercial advertisements on school property, such as banners and signage, shall be in keeping with Policy KI and accompanying procedures.

Funds received for approved projects involving advertising on school property shall be deposited to the school's internal account or may be retained by a school-related booster group that is sponsoring the activity as a fundraising event.

EXCEPTION

Nothing herein shall be construed to prevent advertising in publications which are published by student organizations, PTA/PTO, booster club, or other parent groups. However, a personal message from a parent, other individual or group offering best wishes, congratulations, etc., to a student, student group or school shall be limited to a pre-determined set of statement options, for District-sponsored or school-related group sponsored publications.

SOLICITATIONS

Salesmen, representatives, or agents shall not solicit or contact pupils, teachers, or other employees in the school buildings or on school grounds without prior approval.

(CONTINUED)

Advertising in the Schools

EXCEPTIONS FOR BENEFIT MATERIALS

Provided they are approved by the Department of Human Resources, Office of Associated Employee Services, materials that promote Board-sponsored employee benefits and educate employees concerning them may be distributed in school facilities and on the grounds of school property, and advertised in the Wellsville Public Schools. If building rules permit, materials may be placed in employees' work site mailboxes. District staff shall not be permitted to distribute materials for any benefits vendor, except for materials delivered by United States Mail.

FUNDRAISING PROGRAMS

Sales representatives promoting fund-raising projects shall complete a form provided by the Superintendent's designee. Copies of the form with attached brochures will then be forwarded to Principals for inclusion in a fund-raising program file. Should a Principal or school group become interested in a fund-raising program, the sales representative will be contacted.