Community Relations

Advertising

The Board of Education intends that its facilities and programs not be used as advertising or promotional media. However, the Board recognizes that modern production, packaging and distribution methods make it all but inevitable that some instructional and ancillary materials will carry advertising or promotional slogans to which students will be exposed.

The Board directs that, where advertising or promotions are presented to students as a part of any school program or are present on any instructional or information materials, the overall benefits of the program or material to the student must clearly outweigh the advertising or promotional benefit contained therein.

The Board further directs that advertising or promotional materials on a limited basis in or on district facilities or grounds are permitted at athletic facilities and on the district’s electronic media (web site). Any such permitted activity, advertising or promotional materials shall be defined, regulated and approved by the Board of Education or Commercialism Committee of the Board of Education, or its designee.

The Board reserves the right to terminate any advertising program after it has been approved, at any time and with or without cause. If terminated without cause, the advertising company will be reimbursed for monies paid on a pro rata basis. All contracts or agreements related to advertising shall be subject to these conditions, whether stated in the contract or agreement or not.

The following administrative procedures have been established for carrying out the Board of Education's policy on advertising in the schools:

1. Instructional materials which contain or display mention of the sponsoring or producing firm and/or the symbol or “logo” of that firm may be approved by the Commercialism Committee of the Board of Education or the Superintendent or a designee.
2. Informational materials from community agencies, organizations, or firms containing or displaying mention of the sponsoring or producing firm and/or the symbol or “logo” of that firm may be approved for distribution by the Commercialism Committee of the Board of Education or its designee.
3. When materials intended for use by or distribution to students contains advertising or promotional messages beyond the name of the producing or sponsoring firm or the slogan or “logo” of such firm, that material must be submitted to and approved by the Commercialism Committee of the Board of Education or its designee.
4. Advertising or promotional materials in or on district facilities or grounds shall be limited to the District’s billboard sign, athletic facilities, and the district’s electronic media (web site), which permitted activity shall be defined, regulated and approved by the Commercialism Committee of the Board of Education or its designee.

a. Because instruction is the primary purpose of schools, and recognizing that students are required to be in attendance in classrooms during regular school hours, no advertising or promotional materials shall be allowed in classrooms except as may be permitted herein.

b. The advertising locations are hereby designated as non-public forums, which are being opened for a limited purpose. The purposes are limited to those authorized by the Board of Education or the Commercialism Committee, which include advertising goods and services consistent with the District's educational mission and school purposes. The Board of Education or the Commercialism Committee shall be the sole and final decision maker on such permitted and non-permitted activity, and the specific terms and conditions upon which permitted activity may occur. The types of goods and services which are generally considered permissible for advertisement, and for which the non-public forums are opened for limited and controlled advertising purposes, include, without limitation, the following:

* Financial Institutions; e.g., banking and insurance Companies
* Governmental agencies; e.g., the Villages of Elmwood or Murdock
* Apparel (of a modest nature) and furnishings
* Fast food, including ice cream
* Sports equipment
* Electronic equipment
* Computer hardware, software and peripherals
* Photographic equipment and supplies
* Automobiles, trucks, sport utility vehicles, automotive parts, supplies, fuel and lubricants
* Oral hygiene products, e.g., toothpaste and mouthwash
* First aid products
* Nonprescription medicines
* Wrist watches
* Writing implements
* Publications, e.g., books and magazines, suitable for the school library or school classrooms
* Popular, classical and other music, e.g., CDs, and cassette tapes suitable for the school library or school classrooms
* Furniture, carpeting, rugs and home furnishings
* General consumer foods, beverages and dry goods
* Office and business products

c. Non-permitted advertising or activity would be anything of a nature or intent that is obscene, profane, vulgar, prurient, defamatory, abusive, impolite, controversial, or which contains sexual content or sexual overtones or is otherwise not suitable for children, or which is discriminatory, or which promotes services not suitable for minors, or other messages which are otherwise not legally permissible or of poor production quality, as such shall be determined within the sole discretion of the Commercialism Committee of the Board of Education or its designee. The types of goods and services, which are generally considered non-permissible for advertisement, and for which the non-public forums are not opened for limited and controlled advertising purposes, include, without limitation, the following:

* Tobacco, e.g., cigarettes, cigars, chewing tobacco, pipes and pipe tobacco and rolling paper and all other smoking accessories
* Liquor and other alcoholic beverages and products
* Firearms and all other forms of weaponry
* Condoms, prophylactics and other birth control devices, products and programs
* Pornographic and other adult publications
* Pornographic and other adult video, audio, and computer content
* Illegal drugs and drug paraphernalia
* Since permitted advertising is limited to goods and services, it is not intended to open the district, or its facilities or grounds to advertising outside the scope of goods and services, such as political advertising or advertisements promoting particular personal or religious beliefs, or to controversial topics or positions.

Date of Adoption: July 8, 2015