

## 4570 COMMERCIAL ADVERTISING IN SCHOOLS

### PURPOSE

The Grand Island Public Schools (District) recognizes that businesses and other for-profit organizations provide service, information and materials which are of value in advancing student education, and that the resources the District may derive from commercial advertising will benefit the District, its schools and students.

### DEFINITION

“Commercial advertising agreement” refers to, but is not limited to, any agreement with any business, corporation, or for-profit organization whose primary purpose is the sale of its goods or services, including advertisements for food or drink products, the placement of names, logos or advertising messages on District property, electronic marketing, commercially sponsored educational materials, commercially sponsored programs and activities, commercially sponsored incentive programs and commercially sponsored fundraising.

### OPPORTUNITIES FOR MARKETING

District opportunities for marketing activities include, but are not limited to: fixed signage; banners; District publications; television and radio broadcasts; athletic activities; District or school projects; individual school publications (when not in conflict with current contracts); posting of participating sponsors on District or school Web pages; marquees (electronic or non-electronic); sponsor provided promotional materials such as T-shirts, calendars, cups or other such items as giveaways for District or school related activities; and sponsorship of events such as athletic tournaments, music competitions, school plays or other activities where it is allowed under state and/or national rules.

### THE BOARD'S DISCRETIONARY POWERS

Commercial advertising on District property must support the District's mission, be consistent with District policies and administrative procedures, and must not in any way compromise the educational programs or reputation of the District or its schools. Advertising shall only be allowed on District property with the approval of the Board of Education and pursuant to the Board's direction concerning the time, place and manner for advertising.

### GUIDELINES FOR COMMERCIAL ADVERTISING

1. Advertising shall not be approved for venues where it is principally directed at students.
2. Advertising may be allowed in venues where it is principally directed at members of the public.
3. Commercial sponsorship of activities or programs is preferred over direct advertising of goods or services.
4. Any advertising by electronic means, including Internet and Web sites, must not link directly to another site that contains advertising.
5. Any modification of plant, facilities or property for advertising shall be minor.
6. The names or logos of the Grand Island Public Schools, the names or images of Board of Education members, and the names or images of students, staff or facilities shall not be used for any advertising. The acceptance of an advertisement shall not constitute or imply approval and/or endorsement of any product, service, organization or activity by the Grand Island Public Schools.
7. Advertising in commercially sponsored educational materials, programs, activities or fundraising should affirm high standards of student achievement and student conduct.

## RESTRICTIONS ON COMMERCIAL ADVERTISING

Commercial advertising shall not:

1. Be false, misleading or deceptive;
2. Discriminate against, demean, harass or ridicule any person or group of persons;
3. Be libelous, slanderous or defamatory;
4. Promote hostility, disorder or violence;
5. Promote the use of drugs, intoxicating liquor, tobacco, firearms or gambling;
6. Contain obscene, profane, lewd or sexual material;
7. Inhibit the functioning of the District or its schools;
8. Be inconsistent with the District's mission, integrity, image or values;
9. Promote or oppose the candidacy of any candidate for election, or the adoption of any public question submitted at any general, county, municipal or school election;
10. Promote or oppose any religious or political viewpoint; or,
11. Display topics that are inappropriate for school age children.

## USE OF SCHOOL DAY

No agreement for commercial advertising shall limit or impair the Board's authority and responsibility, or the authority or responsibility of administrators and teachers, to determine the information and curriculum to be presented to students during the school day.

## BOARD APPROVAL OF COMMERCIAL ADVERTISING

Any proposed commercial advertising agreement with any business, corporation, for-profit organization, or other organization or individual whose primary purpose is selling goods or services is subject to the approval of the Board of Education.

Adopted: 03.14.2013