

## 10.24 ADVERTISING AND COMMERCIAL ACTIVITIES

"Advertising" is an oral, written or graphic statement made by a producer, manufacturer, or seller that encourages the public to buy its product, equipment, or service. This includes the visible promotion of product logos for purposes other than identification. Brand names, trademarks, logos or tags used only for identification purposes are not considered to be advertising.

The Board of Education, in its discretion, may permit advertising in School District facilities or on District property in accordance with the following guidelines:

### A. Product Sales:

1. product sales for the benefit of a District, school or student activity (e.g., the sale of beverages or food within schools);
2. exclusive agreements between the District and a business that provides the business with an exclusive right to sell or promote its products or services in the schools (e.g., pouring rights contracts with soda companies);
3. fundraising activities (e.g., short term sales of gift wrap, cookies, candy, etc.) to benefit a student club or activity where the school receives a share of profits:

### B. Direct Advertising/Appropriation of Space:

1. signage and billboards in schools and facilities;
2. corporate logos or brand names on school equipment (e.g., marquees, message boards or scoreboards);
3. ads, corporate logos, or brand names on book covers, student assignment books, or posters;
4. ads in school publications (newspapers, yearbooks and event programs);
5. free samples (e.g., food or personal hygiene products)

### C. Indirect Advertising

1. corporate-sponsored instructional or educational materials, teacher training, contests, incentives, grants or gifts;

2. Board-approved instructional materials developed by commercial organizations such as films and videos, provided that the educational value of the materials outweighs their commercial nature.

These films or other materials shall be carefully evaluated by the building principal for classroom use to determine whether they are in compliance with the guidelines in this policy.

The name of the Franklin Local School District Board of Education and the names of the Board's students, staff members and District facilities shall not be used for commercial advertising or otherwise promoting the interests of any commercial, political, nonprofit or other non-school agency or organization, public or private, without the approval of the Board or its designee.

Any commercial advertising shall be structured in accordance with the General Advertising Guidelines set forth below.

#### General Advertising Guidelines

The following guidelines shall apply to any type of advertising on school grounds:

- A. Schools and businesses must protect educational values at all times. All commercial or corporate involvement should be consistent with the District's educational standards and goals.
- B. Advertising that may become a permanent or semi-permanent part of a school requires prior approval of the Superintendent or designee.
- C. The Superintendent or designee reserves the right to consider requests for advertising in the schools on a case-by-case basis.
- D. No advertisement shall promote or refer to alcohol, tobacco, drugs, drug paraphernalia, weapons, or lewd, vulgar, obscene, pornographic or illegal materials or activities, gambling, violence, sexual conduct or sexually explicit materials, X or R rated movies, or gambling aids.
- E. No advertisement shall promote any specific religion or religious, ethnic or racial group, political candidate or ballot issue.
- F. No advertisement may contain libelous material.
- G. No advertisement may be approved that would tend to create a substantial

disruption in the school environment or inhibit the functioning of any school.

- H. No advertisement shall be false, misleading or deceptive.
- I. Each advertisement must be reviewed in advance for age appropriateness.
- J. Advertisements may be rejected by the School District if determined to be inconsistent with the District's educational objectives, inappropriate, or inconsistent with the guidelines in this policy.
- K. All corporate support or activity must be consistent with the Board's policies prohibiting discrimination on the basis of race, color, national origin, religion, sex, disability, or age, and must be age-appropriate.
- L. Students shall not be required to advertise any product, service, company or industry.
- M. Advertising will not be permitted on the inside or outside of school buses.
- N. The Superintendent or designee is responsible for screening all advertising.
- O. The Superintendent or designee may require that samples of advertising be available for inspection.
- P. The inclusion of advertisements in School District publications, in District facilities, or on District property does not constitute or imply approval and/or endorsement of any product, service, organization, or activity.
- Q. Final discretion regarding whether to advertise and the content and value of the materials will be with the Board.

In addition to the guidelines in this policy, the Superintendent may prepare administrative guidelines addressing the Criteria for Commercial Messages and the process by which advertising shall be accomplished.

#### Accounting

All advertising revenues must be properly reported and accounted.

Board Adopted April 15, 2010