



SECTION: #708

TITLE: ADVERTISING

NESHAMINY SCHOOL DISTRICT

1	I. PURPOSE	Commercialism in schools is increasing in many forms and complexity ranging from advertising to selling specific products for fundraisers and business/education partnerships. The Board recognizes that for profit advertising has always been part of schools to a limited extent in the form of advertising in yearbooks, student newspapers, sports programs, and in the sale of products by students and parent groups for fundraising purposes.	1
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8	II.AUTHORITY	The Board recognizes that in addition to the benefits to students and the educational program that involves elements of commercialism, that schools are a non-public forum and the Board must protect students from exploitation, and to stay clear of distractions which could impede the educational mission of the District.	8
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14		The Board also recognizes that commercial advertising in schools can provide additional revenues or other benefits which the taxpayer might otherwise be asked to fund. The Board has a responsibility to district taxpayers to maximize revenues whenever possible.	14
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19		As a result, the policy of the Board shall be to permit selected commercial advertisement when there is a specific benefit to the students, the educational program of the District, or the mission of the District.	19
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23	III. Guidelines	To satisfy the above mentioned responsibilities, the Board authorizes the following guidelines for commercial advertising, display or sale in schools.	23
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26		<u>Criteria for Approval of Advertising</u> – Neshaminy facilities, vehicles, District media and other property may carry advertising under the following circumstances:	26
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29		1. Written proposals and sample copy must be provided to the District Superintendent or his/her designee.	29
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32		2. Advertising proposals, copy, contracted requirements and time frames for	32
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display must be approved by the Superintendent or his/her designee. In most cases, advertising should not occupy more than 10% of the exposed surfaces and will include the identification of the donor.

3. Advertising must be non political, non religious, dignified and of professional quality.
4. Fees either may be set by the Board, or the District may solicit proposals for advertising with prospective advertisers bidding on specific advertising projects. Fees must be paid to the District before the advertising commences.
5. The Board reserves the absolute right to reject or cancel, at its sole discretion, any proposed advertising, copy, or running advertisements.
6. This policy applies to advertising by booster or parent groups affiliated with the District.

List of Student Names - A list of students' names and/or their addresses and telephone numbers may not be released for commercial purposes. Names and addresses (individual request for removal permitted) may be provided to the Armed Services if requested. Similarly, participation in any venture that provides a vendor with the information necessary to generate a list is prohibited. The high school yearbook, being a public document for sale, may include the names and addresses of graduating seniors.

Gifts - No gift shall be accepted by school personnel from commercial agencies except with the written approval of the District Superintendent or his/her designee. Gifts must meet with the approval of the District Superintendent of his/her designee before acceptance. All gifts become the property of the Neshaminy School District. Gifts that can be construed as discriminatory in terms of race, religion, sex, or equal opportunity are prohibited.

Fundraising - Solicitation of money by students and school-related groups shall be in accordance with district guidelines as outlined in the District Staff Handbook. The Board discourages the involvement of students in any door-to-door solicitation.

School Publications - School publications such as school newspapers, sports and theatrical programs, yearbooks, etc. may carry advertising of an appropriate nature. If advertising occurs in school publications, it is the responsibility of the publication advisor and building principal to adhere to the established standards of this policy for the selection of advertising. Advertising which advances a political or religious viewpoint shall not be permitted in school publications. Inappropriate advertisements would

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2 also include those for alcohol or tobacco products.

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4 **Contests** - Many requests are received for students to participate in poster
5 and/or essay contests. The District cannot participate in all requested events.
6 Participation will be at the discretion of the building principal. Students may
7 be informed about contests, leaving their participation a voluntary decision.
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9 **Partnerships** - The Board seeks and encourages participation arrangements
10 with area businesses, especially those that are mutually beneficial. Partner-
11 ships can take many forms, including outright sponsorship of specific
12 programs or purchases, personnel exchange, volunteering, speakers,
13 advisory committees, etc. The Superintendent or his/her designee shall
14 assure that the goals of each specific partnership be mutually developed and
15 agreeable. If a particular business wishes to formally sponsor the financial
16 part or all of a specific school activity, school officials shall maintain control
17 and management of the activity. Most often partnerships should network
18 with Neshaminy Education Foundation for purposes of monetary distribution.
19 The schools may cooperate with non-profit organizations or government
20 agencies in promoting activities in the general public interest, which are
21 nonpartisan and non-sectarian and which promote the educational program
22 of the school and the best interest of the students.
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24 **Request for Distribution of Information of Non-Profit Organizations** -
25 Materials to be distributed or posted must be approved in advance by the
26 Superintendent or his/her designee at least forty-eight (48) hours prior
27 to the requesting posting or distribution date.
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29 **Cable Channel Advertising** - Advertising on the Neshaminy School District
30 Cable Network may be permitted when individuals and/or companies wish-
31 ing to place an ad, submit copy for approval to the District Superintendent
32 or his/her designee. Advertisements must be non-political, non-religious,
33 dignified and of professional quality. Prospective advertisers must pay
34 demand oriented advertising fees to the District, which have been established
35 in advance and published by the Superintendent or his/her designee.
36 Advertisers may elect to contract monthly, quarterly, semi-annually, annually,
37 or by event.
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39 **Payments in Kind** - In certain circumstances, to be determined solely by the
40 District, advertisements may be without fee or may be accepted in exchange
41 for goods and services in lieu of direct payment to the District. Such
42 arrangements must benefit the operation of the District. Accounting of such
43 transactions must be provided to the Business Administrator and are subject
44 to audit.
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47 **Corporate Interests** - Promotion, display or sale of commercial products or
48 advertisements promoting corporate interests shall be permitted only when

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2 such promotions will generate revenue or provide some other benefit for the
3 District. No commercial product, logo, or corporate name shall be displayed,
4 advertised, or sold in schools without District permission and corresponding
5 benefit. This regulation does not apply to the incidental display of names
6 of product or corporate names on school equipment or supplies, or to food
7 products sold in cafeterias and vending machines or at district events.
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9 **Television Programming and Advertising** - Commercial advertisements
10 viewed by students are permitted during television programs or as part of
11 computer access when the District has entered into an agreement with
12 corporate sponsors to benefit the District. No student shall be forced to
13 view, listen to, or read commercial advertisements, even when use of such
14 advertisements in schools is part of a District agreement. The Board also
15 recognizes that commercial advertisements are an integral part of Internet
16 sites and cannot be regulated by the District.
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18 **Published Corporate Materials** - All educational materials published by a
19 corporate interest and used in planned instruction must be approved by the
20 Superintendent or his/her designee.
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22 **Coupons for Goods and Services** - The building principal may approve use
23 of coupons (for goods and services) provided by local businesses as rewards
24 and incentives for an educational program or school wide activity. Wholesale
25 distribution of coupons for goods and services is not permitted.
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27 **Collection of Labels and Cash Register Receipts** - With the approval of the
28 appropriate directors of education, parent and/or student groups are
29 permitted to collect product labels and cash register receipts in order to raise
30 funds or provide equipment. Students shall not be used to solicit door-to-door
31 sales in the community for such products.
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33 **Surveys** - Students shall not be required to fill out surveys to provide market-
34 ing information about their interests or preferences for vendors, businesses,
35 and corporations.
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37 **Poster (commercial)**- Posters or other materials designed to promote the use
38 of a product shall not be permitted in classrooms, auditoriums, or school
39 offices. Limited use of commercial posters is permitted in the cafeteria and
41 halls if such use is part of an agreement with a vendor, business or corporation
42 and the District.
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44 Limited use of posters and other materials which are not part of a district
45 agreement with a vendor may be permitted in cafeteria and halls if their
46 primary purpose is to promote a clearly defined educational goal and if the
47 use of a corporate name or logo is incidental. Examples of such goals might
48 be prevention of substance abuse or encouraging students to read. The

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principal shall determine the poster's educational value and how much use is permissible.

Promotion of a specific industry's image or political agenda is not permitted even when educational goals, such as good nutrition or preserving the environment, may be involved. This regulation also applies to materials produced by nonprofit organizations whose primary purpose is deemed to promote a particular industry or group of products.

BMW/ef

Approved: 5/22/02

Reviewed: 9/2003

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