

**1000 COMMUNITY****1340 Advertising and Promotion in the School System****I. Statement of Policy**

To enhance community support and involvement in the schools and expand revenue sources for educational programming, the Board of Education may enter into agreements for the sale of commercial advertising on school property and may permit distribution of promotional materials on school property, subject to the terms and conditions of this Policy. Any advertising, marketing, promotion and/or sponsorship that does not comply with the terms and conditions of this Policy shall not be permitted on school property.

The Board of Education maintains the authority to deny, at any time, any advertisement or promotion on school property that it determines to be inappropriate, inconsistent with its mission, not compliant with the terms and conditions of this Policy, or not consistent with the educational purpose of the Regional School District 8 Public Schools.

The approval of promotional materials or advertisements does not imply an endorsement of any organization, product or service by the Board of Education or the Regional School District 8 Public Schools.

**II. Applicability of Policy**

This policy is intended to govern commercial advertising and promotional opportunities on school property by individuals, non-profit organizations, and for-profit organizations and businesses. The following types of advertising and promotional opportunities are governed by this Policy:

1. Promotional materials distributed to students and/or parents/guardians on school property;
2. Products and materials donated by commercial entities for educational use (e.g., use in the classroom) and which bear the name and/or logo of the donating entity; and
3. Paid commercial advertising on school property.

**III. Definitions**

For the purposes of this Policy:

1. “Advertising” shall mean the paid placement of commercial materials, information, images (including but not limited to logos) by individuals, non-profit organizations, and for-profit organizations and businesses.
2. “Promotional materials” shall mean materials which include information, images (including but not limited to logos), statements or messages which promote a product, organization or institution and which are associated with a donation by individuals, non-profit organizations, and for-profit organizations and businesses.

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3. "School property" shall include, but not be limited to, real property used for school purposes, school district vehicles, the school district's electronic communication media, and electronic or print materials published or used by the school district.

### **IV. Prohibitions**

The Board of Education prohibits advertising, commercial or promotional messages, and other items and materials that (1) are vulgar, indecent or obscene; (2) contain libelous statements, personal attacks or abusive language such as language defaming a person's character or discriminating against an individual on the basis of race, color, religion, age, sex, marital status, sexual orientation, national origin, ancestry, disability, veteran status, genetic information, gender identity or expression, or any other basis prohibited by law; (3) cause or threaten to cause a material and substantial disruption of a school activity; (4) encourage the commission of unlawful acts or the violation of school rules and/or Board Policy; (5) are inappropriate considering the age of the students in the school; (6) include information that is inaccurate, misleading or false; (7) declare or imply an endorsement by the Board of Education or the Regional School District 8 Public Schools; (8) advertise any product or service not permitted to minors by law; (9) promotes or opposes any political candidate or ballot proposition; or (10) are inconsistent with the Board of Education's mission.

### **V. Limited Public Forum**

Although permitting some commercial advertising and commercial promotion within the school system, the Board of Education does not intend to create a public forum or to open school property and/or facilities, including its electronic media, print publications, or school facilities, for unlimited access by outsiders or advertising by the general public.

### **VI. Regulations**

The Superintendent of Schools shall develop regulations governing advertising and promotion in the schools in accordance with this Policy and consistent with the following guidelines:

1. Advertising consistent with this Policy shall be permitted in school-specific publications (e.g., yearbooks, school newspapers, newsletters) and in accordance with school-specific events or programs. School principals may authorize the publication, for a reasonable fee or an in-kind contribution, such advertising or promotional materials.
2. The Superintendent of Schools may authorize the sale, for a reasonable fee or an in-kind contribution, of space on fixed school property such as stadium, athletic and/or gymnasium billboards, banners, or signage for advertising purposes. Any sales of advertising on fixed school property shall be conducted in a manner determined by the Superintendent of Schools to be in the best interests of the school district.

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- ## VII. Student Privacy

Legal References: Connecticut General Statutes  
10-21b Programs offered jointly by boards of education and  
business firms; neighborhood assistance  
10-237 School activity funds

ADOPTED: December 2019