

1 NEW POLICY
2 First Reading

3
4 Joint School District No. 2, Meridian

5
6 SCHOOL – COMMUNITY RELATIONS

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8 Series 1000

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10 Policy Title Advertising and Commercial Activities Code No. 1002.30

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13 A. General Principals

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15 School-business relationships based on sound principles and community input can
16 contribute to high quality education. However, compulsory attendance creates an
17 obligation for the school district to protect the welfare of students and the integrity of
18 the learning environment. Therefore, when working together, schools and
19 businesses must ensure that educational values are not distorted in the process.
20 Positive school-business relationships should be ethical and structured in
21 accordance with the following principles:

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23 1. Consistency with District and School Academic Standards and Goals. All
24 corporate support or activity shall be consistent with State, District, and
25 school academic standards and goals. Commercial involvement shall also be
26 structured to meet identified educational needs, not commercial motives.
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28 2. Consistency with District Non-discrimination Policies and Age-
29 appropriateness. All corporate support or activity shall be consistent with
30 district policies prohibiting discrimination on the basis of race, color, national
31 origin, religion, sex, handicap, age or sexual orientation, and shall be age-
32 appropriate for the students involved.
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34 3. Certain Corporate Support or Activity Prohibited. No corporate support or
35 activity will be permitted in the district or in the schools that:
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37 a. Promotes the use of illicit drugs, alcohol, tobacco, or firearms
38 b. Promotes hostility, disorder, or violence
39 c. Attacks or demeans any ethnic, racial, or religious group
40 d. Is libelous
41 e. Promotes any specific religion
42 f. Promotes or opposes any political candidate or ballot proposition
43 g. Inhibits the functioning of any school
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45 4. District/School Must Control the Curriculum. District/school personnel shall
46 retain the discretion on how or whether to integrate commercially sponsored
47 or provided material or programs into the curriculum. Also, school activities
48 shall not be about a commercial sponsor, e.g., students shall not be required
49 to make art projects or write essays primarily about sponsors.
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52 B. Specific Limitations on District and School Based Advertising

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- 54 1. Students Shall Not Be Required to View Advertising. Students shall not be
- 55 required to observe, listen to or read commercial advertising in the school
- 56 building except as follows:
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- 58 a. Advertising is permitted in connection with courses of study which have
- 59 specific lessons related to advertising. It will be up to each school to
- 60 decide whether the lessons related to advertising are appropriate.
- 61 b. Advertising is permitted in yearbooks, school newspapers, and event
- 62 programs.
- 63 c. Advertising is permitted in such supplementary classroom and library
- 64 materials as newspapers, magazines, television, the internet, and similar
- 65 media where they are used in a class such as current events, or where
- 66 they serve as an appropriate research tool.
- 67 d. Information concerning educational activities or opportunities of interest to
- 68 students and others in the school community, such as flyers and
- 69 brochures regarding such things as sports camps, music lessons, and
- 70 tutors, shall be permitted provided that the principal or designee reviews
- 71 and approves the material in advance.
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- 73 2. Limits on Promotional Information in Curriculum Materials. Neither the district
- 74 nor any school shall purchase or use any sponsored educational materials
- 75 that contain promotional information about a product, service, company, or
- 76 industry that is inappropriate to the lesson being taught in the content of the
- 77 curriculum.
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- 79 3. Advertising Permitted on Scoreboards, Reader-boards, Buildings, or on
- 80 District Athletic Fields. Advertising will be permitted on scoreboards, reader-
- 81 boards, gymnasiums, and athletic fields.
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- 83 4. Students Shall Not be Required to Advertise. No corporate relationship shall
- 84 be permitted which requires students to advertise a product, service,
- 85 company, or industry. This prohibition on student advertising includes athletic
- 86 uniforms and equipment, although uniforms and equipment may display the
- 87 name or logo of the uniform and equipment manufacturer or supplier.
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89 C. Logos and Sponsorship

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- 91 1. Logos for Identification Only. All company logos appearing on district
- 92 property, including logos on materials, supplies, or equipment purchases,
- 93 rented, or leased by or donated to the district, shall be for product or sponsor
- 94 identification purposes only. Logos for sponsor identification purposes shall
- 95 not be permitted on district property, materials, supplies, or equipment for the
- 96 purpose of advertising to students. School-based personnel shall be the
- 97 primary decision makers in the schools regarding whether a sponsor
- 98 identification logo is for identification or advertising purposes. In determining
- 99 whether the logo is for identification or advertising, the following criteria
- 100 should be used; the size and location of the logo, the attention drawn to the
- 101 logo compared with the intended use of the material, and the age of the
- 102 students who will view it.

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a. Vending machine facades may be used for advertising. The name and logo of product manufacturers, such as the soft drink makers, may appear on their machines.

2. Sponsorship Recognition. It is appropriate that corporate sponsors and donors receive recognition for their support. Such recognition can be in the form of the corporate name or a logo for identification purposes on the product or materials provided, or a written acknowledgement in an appropriate school publication. Corporate recognition in the form of name plates or donor walls is appropriate and authorized.

D. Definitions

1. Advertising. Advertising is an oral, written or graphic statement made by the producer, manufacture, or seller of products, equipment, or services which calls for the public's attention to arouse a desire to buy, use, or patronize the product, equipment, or services. This includes the visible promotion of product logos for other than identification purposes. Brand names, trademarks, logos or tags for product or service identification purposes are not considered advertising. Also, nothing in this policy or procedure is intended to limit announcements, information, or logos of school related non-profit corporations, such as the PTSA, other parent teacher organizations.

2. Commercial Activities. Commercial activities are those designed to provide profit for a private business enterprise.

3. Sponsorship. Sponsorship is an agreement between a school district, and individual school, or a site based or parent based group with an individual group, company or community-based organization in which the sponsor provides financial or resource support in exchange for recognition.

4. Partnership. A partnership is an agreement between a school or school district and a private entity, wherein the basis and the terms of the relationship are set by the school district, and agreed upon by the private entity, or reached mutually. Frequently a partnership is less formal than a contractual relationship. The school or school district should not be required by the partnership to sell products to students, expose students to advertisements during school time, or place advertising on school property. Partnerships shall not adversely affect or distract from the instructional mission of the school.

5. Sponsored Educational Materials. Sponsored Educational Materials, are educational materials and programs developed and/or funded by commercial enterprises, trade organizations, or non-profit organizations with significant corporate backing. These materials are intended for use or distribution at schools, and can be intended for use as either primary or supplemental curriculum.

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6. Electronic Media. Electronic Media is any type of instruction that happens during school time, or any program shown during school time that requires the use of electronic equipment, such as televisions, video equipment, computers, movie projectors, etc.

Date of Approval:

Legal Reference: Code of Idaho
