

SECTION: #708

TITLE: ADVERTISING

Neshaminy School District

1 2 3 4 5 6 7	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 2 3 4 5 6 7
8 9 10 11 12 13	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 9 10 11 12 13
14 15 16 17 18 19 20		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. 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	14 15 16 17 18 19 20
21 22 23 24 25 26	III. Guidelines	program of the District, or the mission of the District. To satisfy the above mentioned responsibilities, the Board authorizes the following guidelines for commercial advertising, display or sale in schools. <u>Criteria for Approval of Advertising</u> – Neshaminy facilities, vehicles, District	21 22 23 24 25 26
27 28 29 30 31 32 33		 media and other property may carry advertising under the following circumstances: 1. Written proposals and sample copy must be provided to the District Superintendent or his/her designee. 2. Advertising proposals, copy, contracted requirements and time frames for 	27 28 29 30 31 32 33

1 Policy #708 (Continued) 1 2 display must be approved by the Superintendent or his/her designee. In 2 3 most cases, adverilising should not occupy more than 10% of the exposed 3 4 surfaces and will include the identification of the donor. 4 5 3. Advertising must be non political, non religious, dignified and of 7 7 professional quality. 8 9 4. Fees either may be set by the Board, or the District may solici proposals 9 10 for advertising with propertive advertisers bidding on specific 10 advertising projects. Fees must be paid to the District before the advertise- 11 13			
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TO PERmite an school publications. Inappropriate advertisements would 40	-10	Permitica in school publications. Inappropriate advertisements would	-10

1	Policy #708 (Continued) 1
2	also include those for alcohol or tobacco products. 2
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4	<u>Contests</u> – Many requests are received for students to participate in poster 4
5	and/or essay contests. The District cannot participate in all requested events. 5
6	Participation will be at the discretion of the building principal. Students may 6
7	be informed about contests, leaving their participation a voluntary decision. 7
8	8
9	<u>Partnerships</u> – The Board seeks and encourages participation arrangements 9
10	with area businesses, especially those that are mutually beneficial. Partner-
11	ships can take many forms, including outright sponsorship of specific 11
12	programs or purchases, personnel exchange, volunteering, speakers, 12
13	advisory committees, etc. The Superintendent or his/her designee shall 13
14	assure that the goals of each specific partnership be mutually developed and 14
15	agreeable. If a particular business wishes to formally sponsor the financial 15
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 17
18	with Neshaminy Education Foundation for purposes of monetary distribution. 18
19	The schools may cooperate with non-profit organizations or government
20	agencies in promoting activities in the general public interest, which are 20
21	nonpartisan and non-sectarian and which promote the educational program 21
22	of the school and the best interest of the students.
23	23
24	Request for Distribution of Information of Non-Profit Organizations - 24
25	Materials to be distributed or posted must be approved in advance by the 25
26	Superintendent or his/her designee at least forty-eight (48) hours prior 26
27	to the requesting posting or distribution date.
28	28
29	<u>Cable Channel Advertising -</u> 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 31
32	or his/her designee. Advertisements must be non-political, non-religious, 32
33	dignified and of professional quality. Prospective advertisers must pay 33
34	demand oriented advertising fees to the District, which have been established 34
35	in advance and published by the Superintendent or his/her designee. 35
36	Advertisers may elect to contract monthly, quarterly, semi-annually, annually, 36
37	or by event. 37
38	38
39	Payments in Kind – In certain circumstances, to be determined solely by the
41	District, advertisements may be without fee or may be accepted in exchange 41
42	for goods and services in lieu of direct payment to the District. Such 42
43	arrangements must benefit the operation of the District. Accounting of such
44	transactions must be provided to the Business Administrator and are subject 44
45	to audit.
46	
47	<u>Corporate Interests</u> – Promotion, display or sale of commercial products or 47
48	advertisements promoting corporate interests shall be permitted only when 48

1	Policy #708 (Continued)	1
2	such promotions will generate revenue or provide some other benefit for the	2
3	District. No commercial product, logo, or corporate name shall be displayed,	3
4	advertised, or sold in schools without District permission and corresponding	4
5	benefit. This regulation does not apply to the incidental display of names	5
6	of product or corporate names on school equipment or supplies, or to food	6
7	products sold in cafeterias and vending machines or at district events.	7
8		8
9	Television Programming and Advertising - Commercial advertisements	9
10	viewed by students are permitted during television programs or as part of	10
11	computer access when the District has entered into an agreement with	11
12	corporate sponsors to benefit the District. No student shall be forced to	12
13	view, listen to, or read commercial advertisements, even when use of such	13
14	advertisements in schools is part of a District agreement. The Board also	14
15	recognizes that commercial advertisements are an integral part of Internet	15
16	sites and cannot be regulated by the District.	16
17		17
18	Published Corporate Materials – All educational materials published by a	18
19	corporate interest and used in planned instruction must be approve by the	19
20	Superintendent or his/her designee.	20
 21		21
22	Coupons for Goods and Services – The building principal may approve use	22
23	of coupons (for goods and services) provided by local businesses as rewards	23
<u>-</u> 24	and incentives for an educational program or school wide activity. Wholesale	<u>-</u> 24
25	distribution of coupons for goods and services is not permitted.	25
26		26
 27	Collection of Labels and Cash Register Receipts – With the approval of the	_0 27
28	appropriate directors of education, parent and/or student groups are	28
<u> </u>	permitted to collect product labels and cash register receipts in order to raise	<u> </u>
30	funds or provide equipment. Students shall not be used to solicit door-to-door	30
31	sales in the community for such products.	31
32	······ ···· ·······················	32
33	Surveys – Students shall not be required to fill out surveys to provide market-	33
34	ing information about their interests or preferences for vendors, businesses,	34
35	and corporations.	35
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37	Poster (commercial) - Posters or other materials designed to promote the use	37
38	of a product shall not be permitted in classrooms, auditoriums, or school	38
39	offices. Limited use of commercial posters is permitted in the cafeteria and	39
41	halls if such use is part of an agreement with a vendor, business or corporation	41
42	and the District.	42
42 43		42 43
43 44	Limited use of posters and other materials which are not part of a district	43 44
44 45	agreement with a vendor may be permitted in cafeteria and halls if their	44 45
45 46	primary purpose is to promote a clearly defined educational goal and if the	
40 47		46 47
	use of a corporate name or logo is incidental. Examples of such goals might be prevention of substance abuse or encouraging students to read. The	
48	be prevention of substance abuse of encouraging students to read. The	48

1 2 3 4 5 6 7 8 9 10		 Policy #708 (Continued) 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. 	1 2 3 4 5 6 7 8 9 10
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