

KHB

ADVERTISING IN SCHOOLS

School-business relationships based on sound principles and community input can contribute to high quality education. However, the school districts must also protect the welfare of students and the integrity of the learning environment. Therefore, when working together, schools, community organizations and businesses must ensure that educational values are not distorted in the process.

The School Committee will allow use of advertising consistent with the criteria specified below:

- a. Use of advertising is permitted in connection with courses of study which have specific lessons related to advertising. It will be up to each school principal to decide whether the lessons related to advertising are appropriate.
- b. Use of advertising is permitted in such supplementary classroom and library materials as newspapers, magazines, television, the Internet, and similar media where they are used in a class such as current events, or where they serve as an appropriate research tool.

The School Committee will allow advertising consistent with the criteria specified below:

- a. Paid advertising is permitted in yearbooks, school newspapers, theatrical productions, and event programs as long as such advertising meets the criteria listed below. The building principal is responsible to review all material.
- b. Non-school organizations that are approved to use school grounds and facilities may use temporary advertising that is consistent with the criteria of this policy. Non-school organizations must comply with the specific procedures and processes determined by the superintendent or the superintendent's designee.

Advertising must meet the following criteria:

1. Consistency with District and School Academic Standards and Goals. All corporate support or activity shall be consistent with State, District, and school academic standards and goals. Commercial involvement must also be structured to meet identified educational needs, not commercial motives.
2. Consistency with District Policies and Age-Appropriateness. All corporate support or activity must be consistent with District policies prohibiting discrimination on the basis of race, color, national origin, gender, gender identity, age, religion, sexual orientation, veteran status, limited English proficient, handicap, or homeless, and must be age-appropriate for the students involved.

3. Certain Corporate Support or Activity Prohibited. No corporate support or activity will be permitted in the District or in the schools that:
 - a. Promotes the use of illicit drugs, alcohol, tobacco, or firearms.
 - b. Promotes hostility, violence or disorder
 - c. Attacks or demeans any ethnic, racial, or religious group.
 - d. Is libelous.
 - e. Promotes any specific religion.
 - f. Promotes or opposes any particular political view, candidate or ballot question.
 - g. Inhibits the functioning of any school.

4. All corporate/business/organizational support may only cite the organization's name not specific products or services. Phrases such as "Your friends at", "Proudly supporting Littleton education", etc. may be used. The corporate/business/organizational review includes consideration of the primary products and services where usage of such product/service would violate policies of the district.

5. Sponsorship by individuals without attribution to a company, corporation, or service is allowed

The School Committee will on a case by case basis consider corporate/company identification and recognition for significant contributions (greater than \$5,000 value) to fund school facility/capital items. Proposals must first go through the superintendent for preliminary review, meet the criteria cited above, and meet a specific need of the district. Proposals without review by the superintendent shall not be presented to the School committee for final consideration.

Solicitation of Sales or use of the name of the school system to promote any product excluding testimonials approved by the Superintendent of Schools, will not be permitted by the Committee.
Source:

Local policy and Acton-Boxborough School District

Adopted: September 22, 2005
Revised: May 12, 2016
Reviewed: 28 May 2020