

ADVERTISING IN CURRICULUM AND SCHOOL PUBLICATIONS

Advertising in school curriculum and in certain school publications may be permitted under certain circumstances and according to the following guidelines:

1. Curriculum: Advertising in conjunction with certain curriculum areas (for example, the course Travel and Tourism) may be appropriate following the guidelines in this policy. However, all advertising used in teaching curriculum must first be approved first by the Assistant Superintendent for Instruction.
2. Publications: All potential advertisements in school publications such as school newspaper, yearbook, etc., must be reviewed and approved by the building principal following the guidelines in this policy before being accepted and published.
3. Advertisements of cigarettes; liquor; illegal drugs and drug paraphernalia or other items of a sexual nature or otherwise inappropriate for student publications; or advertisements that promote discrimination are all strictly prohibited.
4. The School District shall not enter into any contract with a vendor that will obligate the District to expose students to direct marketing school time.
5. The School District will not enter into any vendor contract where personal information will be collected from the students by the providers of the services in question.
6. Students shall not be required, under any circumstances, to fill out surveys to provide marketing information about their interests and preferences for particular vendors, businesses, and products.
7. A list of students' names and/or addresses and telephone numbers shall not be released by the district for the purpose of advertising or marketing.
8. CD's, films, and other instructional aids furnished by private sources may be used when the advertising content is reasonable in the judgment of the Assistant Superintendent for Instruction
9. Program material from nonprofit community organizations (such as Boy Scouts, Girl Scouts, YMCA, YWCA) that supplement the instructional program may be used when approved by the Assistant Superintendent for Instruction and when the distribution of such material will not interfere with the school program.
10. On a student option basis, participation in essay, art, science, and similar contests sponsored by outside interests is permitted when such activities parallel the curriculum, contribute to the educational program, and have the approval of the Assistant Superintendent for Instruction.
11. Each September, the District will inform all staff and students within the school that these regulations exist and must be strictly followed.
12. The Superintendent of Schools has the authority to make exceptions to these guidelines.