

Students and the educational program must be the focus of the school system. In order to maintain an educational environment conducive to learning and to minimize intrusions upon instructional time, advertising for and promotion of commercial products and services must be screened and approved by the Superintendent of Schools or his designee. Any distribution or display of advertising materials and messages publicized through school media or displayed on school property and at school events must have the authorization of the Superintendent of Schools or his designee.

The superintendent shall develop regulations governing advertising in the schools in accordance with the following guidelines.

1. Advertising is permitted in school publications such as yearbooks, school newspapers, newsletters, and event programs. School officials may permit the publication of commercial advertisements for a reasonable fee or an in-kind contribution that advertises or promotes an outside organization's products, programs or services.
2. School officials may sell, for a reasonable fee or an in-kind contribution, commercial advertisement space on stadium, athletic, gymnasium, or other billboards, banners, or signage for advertisements or promotions of an outside organization's products, services, programs or activities.
3. School officials may permit boards, displays or banners that acknowledge donations or sponsors of a school or the school system.
4. School officials shall prohibit advertising through the school system employee and student e-mail system and the school system website.
5. Advertising in school publications, in school media, in school facilities and on school property will be limited to an advertiser's (a) name, brand name, and/or trade name; (b) logo or picture; (c) location or place of business and contact information; (d) slogans that identify the advertiser
6. School officials have discretion to determine whether to use commercially sponsored materials or materials containing commercial advertising in school instructional programs and activities.

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, race, religion, ethnic origin, gender, family status, or disability; (3) cause or clearly threaten to cause a material and substantial disruption of

a school activity; (4) encourage the commission of unlawful acts or the violation of lawful school regulations; (5) are inappropriate considering the age of the students in the school; (6) include information that is inaccurate, misleading or false; or (7) advertise any product or service not permitted to minors by law; (8) are political in nature.

Neither the school system nor the school administrators at any school will require students to provide marketing information to vendors either through the provision of personal information or through marketing surveys. In addition, neither the school system nor any school administrator will enter into any contract for products or services, including electronic media services, in which students are asked to reveal personal information for collection by the providers of such services. For the purposes of this section, personal information includes, but is not limited to, the student's name, telephone number, e-mail address and home address.