

## Community Relations

### Advertising and Promotion

**Purpose:** The purpose of this policy is to provide guidelines for advertising or promoting of products or services to students/staff or parents in the schools by the school staff, or any affiliated organization.

The Bristol Board of Education recognizes that advertising and marketing are pervasive in 21st century America. That being the case, the schools cannot hope to remain totally immune. However, since school districts are public institutions, fully supported by public taxes, the Board wishes to avoid distraction or disruption to the education process and to protect students and their families from exploitation by private interests including, but not limited to commercial, cultural, economic, environmental, organizational and political exploitation. It is the purpose of this policy to set forth regulations that will insure that any advertising or promoting of products or services that takes place in the Bristol schools is done so in a manner consistent with this policy. Acting through the Superintendent (or his/her designee), the Board of Education may approve advertising or promoting of products or services in school district facilities or on school district property. Any approval will state precisely where any such advertising or promotional materials may be placed. Advertising or promotional materials will not be allowed outside the specific area approved by the Board of Education

For the purpose of this policy "advertising" is defined as allowing for profit companies or organizations access to students, staff and/or parents in exchange for money, service, material, or other intangibles, and "promoting products and services" is defined as providing such access without providing such remuneration by the school and/or district.

Regulations to guide advertising in the Bristol Public Schools have been crafted to insure donor compliance with all related Board of Education policies.

**Policy Adopted: July 7, 1993**

**Policy Revised: November 8, 2000**

**Policy Revised: April 5, 2006**

**Policy Revised: September 10, 2014**

BRISTOL PUBLIC SCHOOLS

Bristol, Connecticut

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It is the policy of the Bristol Board of Education that students must be protected from possible exploitation in advertising or promotion of the interests of individuals, non-school agencies, organizations or businesses. Within that context:

- 1) Schools may cooperate in furthering the work of a local non-profit, community-wide social service agency; provided such cooperation does not restrict or impair the educational program of the school.
- 2) Schools may, upon the approval of the Board of Education, through their designee the Superintendent of Schools, cooperate with any agency in promoting activities in the general public interest that promote the education and best interest of students.
- 3) No advertising materials may be posted or distributed to students which are contrary to Board of

Education policies related to:

- a. age appropriate content;
- b. promotion of illicit drugs, alcohol, tobacco or firearms or other weapons;
- c. promotion of aggressive behavior or violence;
- d. passive or active ethnic, religious, racial or gender bias, discrimination, harassment or ridicule or any other protected classes;
- e. vulgar, obscene or pornographic materials;
- f. promotion of political candidates;
- g. inhibiting the functioning of the school;
- h. using of any district or school logo without prior consent;
- i. overriding the identity of the school and/or district; and/or
- j. violating of any local, state or federal statutes.

**Disclaimer:**

The inclusion of advertisements or promotional materials in school district publications, in school district facilities, or on school district property does not constitute approval and/or endorsement of any product, organization or activity.

**Permission:**

(Cross reference Fundraising Policy #[1324](#) for limited exceptions).

Any proposed advertising or promotional materials must be approved in advance and in writing by the Superintendent. Such advertising or promotional materials shall be limited to a location or locations designated by the Superintendent or his/her designee, and neither the school mail system, school offices or classroom distribution shall be permitted for such advertising or promotional materials. Notwithstanding the foregoing, with the prior approval of the Superintendent, the school mail system, school offices and/or classroom distribution may be permitted for promotional material from the Board itself or from groups directly affiliated with the Bristol Public Schools, the City of Bristol, the PTA/PTO for the building in question, and/or any before or after-school programs sponsored by the Bristol Public Schools.

The Superintendent may, at her/his discretion, refer any proposed advertising to the Board of Education for its approval. Any arrangement that calls for the district to enter into a formal contract must be approved by the Board of Education.

**Advertisements on Donated Goods**

The school district may accept donated goods including equipment that will benefit the educational program of our students. However, it is not the intent of these regulations to have private donors supplant the obligation of local taxpayers to provide a comprehensive education to its students.

A donor may request that their 'brand', individual or corporate name be affixed to their donation. Current fair market value of donated items will be determined to establish a minimum threshold to allow individual, group or corporate advertising on their donation.

All donations that come with a request for advertising by an individual or business must include the following information [See DONATION FORM attached to this regulation]:

1. A description of the product/event being donated/advertised.
2. A description of the manner in which the product event is to be advertised.
3. A complete description of the obligations of the school and/or district.
4. A complete description of the obligations of the sponsor.
5. The length and terms of the agreement.
6. The value of the product donated.

7. Proposed use of money, services or material received by the school and/or district.

8. Plan for upkeep of the donated material or equipment

The Bristol Board of Education reserves the right to initiate and approve an advertising arrangement.

### **Procedures Following Approval Print Advertising**

1. All posted notices must be approved by the building principal prior to display.

2. Postings must be displayed in accordance with local fire codes.

3. Postings may be limited to certain areas of the school and of a size no larger than 8 ½ x 11 inches as designated by the building principal.

4. The morning announcements should be the primary vehicle for notice of meetings.

### **Advertising and Promotion Regulations**

#### **Uniform Pricing for Advertisements**

The Board of Education, through their agent the Superintendent of Schools, will establish rates for advertising on an annual basis. Examples of such advertising would include, but are not limited to banners displayed on fences, within gymnasiums or on equipment.

#### **Funds Management**

Advertising revenues must be accounted for and reported to the Board of Education. Each school must submit an annual report concerning advertising revenues and how they were utilized to the Superintendent or designee. The Superintendent or designee shall submit an annual report to the Board of Education regarding all district and school advertising revenue including how such revenue was expended.

For purposes of this section, advertising revenues are defined as any money, service or material received by the school and/or district in return for allowing the advertising.

In general, revenue shall be used for purpose(s) stated in the application; however, the Board of Education reserves the right to allocate any revenue in the manner it sees fit.

Policy Citations:

*Donations, Gifts and Bequests* #[3280](#)

Legal Reference:

\*Child Evangelism Fellowship of Maryland, Inc. v. Montgomery County Public Schools

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