

Administrative Regulation Topic	Adoption Date	Rescinds/Amends
Advertising and promoting 702. R		

Advertisements, promotions, soliciting and fund drives conducted in school buildings or on school grounds are sometimes inevitable, sometimes necessary, and sometimes important. Care shall be taken to consider the effects of such activities upon the student, parents, and the community. Board policy and administrative rules and regulations provide guidance for decisions regarding these topics. Advertisements and promotions are permitted as described above.

1. School events, school sponsored programs, and athletic events.
2. Sponsoring ads in school papers, school annuals, programs printed for school events as approved by the building principal. No liquor, tobacco, or unlawful drugs may be advertised. No advertising in which art, composition, or content is salacious or in bad taste may be used.
3. When materials and equipment bearing the names, logo, or slogan of the producing firm and/or sponsor used in school are exposed only to those students for their educational benefit and can be justified on the basis of the material's or equipment's educational value as approved by the building principal or by the Director of Instruction if the principal is in doubt.
4. When free materials, equipment, or credit toward the purchase of materials or equipment are set up on the basis that requires the purchase by students and/or parents of specified merchandise in order to receive the free materials, equipment, or credit toward purchase is approved by the Assistant Superintendent of Schools. Consideration of the following criteria will determine participation. (1) The promotion must be in conjunction with existing purchasing and shopping habits where the school and students stand to benefit from receiving product labels, coupons, cash register receipts, etc. (2) There are no contests or pressures to buy specified merchandise or shop at a specified store nor to change personal shopping habits. (3) The merchant or vendor conducts all of the promotion outside of the school. The school, including student or parent organizations, only announces the availability of the promotion, benefits to be received, and information about collection dates, etc. (4) The benefits received do not obligate the district or individual school to expenditures and/or contracts beyond the ordinary nor beyond budget constraints. (5) The materials and/or equipment are acceptable quality and compatibility to district standards.
5. When materials and equipment bearing advertisement are donated or purchased for the school as gifts and accepted by the Board of Education. A gift shall be determined by (a) the intent behind getting material with advertisement into school, (b) the ratio of the advertisement versus educational value, (c) the visibility of advertisement, (d) whether the students or people exposed to the advertisement are direct benefactors and users of the educational material or the advertisement is exposed to many students or people whether they benefit directly or not, and (e) monetary value of the material or equipment. If upon examination of the materials and/or equipment, the evidence supports an intent of mostly promotion with little educational value, high visibility of advertisement, exposure of advertisement to a number of people who do not benefit directly from the materials or equipment, or the value is substantial, the material or equipment bearing the advertisement would have to be approved by the Board of Education.

6. In the form of announcements or posters for nonprofit community service agencies such as Alcohol Anonymous, Social Services, Abuse Agencies, etc. and organizations benefiting youth such as Scouts, 4-H, YMCA, City Recreation, etc. as approved by the Director of Student Services.
7. Those approved by the Superintendent of Schools.