

Pupils, staff members, or the facilities of the school may not be used in any manner for advertising or promoting the interests of any community or non-school agency or organization without the approval of the Superintendent or designee. The only exception is that appropriate advertising may be sold for school publications with the approval of the Principal.

Students and staff members are to be protected from undue intrusions on their time during the school day by announcements, posters, bulletins, and communications of any kind from non-school organizations and individuals with messages of non-academic interest.

The School Committee deems two types of advertising acceptable on school property:

1. The Superintendent may allow advertising of community activities providing such advertising does not infringe on school programs or diminish the amount of time devoted to school programs.
2. The Superintendent may permit advertising on school athletic fields in accordance with the restrictions below.

ATHLETIC FIELD SIGNAGE

General

Space allocation for signage shall be selected to avoid overwhelming or otherwise detracting from the athletic space.

Signage amount and sizing shall be selected to avoid obscuring lines of sight between areas of school property.

The location and total allocation of display space for signage at any given school shall be approved by the School Committee.

Content

Signs shall not promote behaviors detrimental to the health and safety of children (e.g., no cigarette or alcohol ads)

Any foods advertised must adhere to US Nutritional Guidelines (i.e., no candies, sodas, potato chips, etc.)

The School Advisory Councils (SACs) shall have approval authority to accept or reject the content of any sign to be displayed on the athletic fields for their respective schools.

Nothing may be affixed to the signs by the advertisers (e.g., pamphlets, business cards)

Contractual Considerations

The signature authority for any contract with an advertiser shall be the Superintendent or his/her designee.

Agreements with advertisers shall include a revocation clause.

Advertisers are to be responsible for maintenance of signs – if they become damaged, noticeably worn, or vandalized, the school system is not liable for replacement costs and the advertiser must replace or remove the sign.

Exclusivity contracts that would allow only one advertiser in a given category of business are prohibited.

Soliciting advertisers must be conducted openly and fairly; notice of the availability of signage opportunities shall be identified in local papers and the town website at a minimum.

Selection criteria must be written in the notice above.

Advertising contracts may last no more than 5 years.

Policy Adopted: April 9, 2001

Policy Reviewed: January 31, 2011

Policy Revised: February 14, 2011