

**ADVERTISING IN SCHOOLS PROCEDURES**  
(12/15/11)

The School Committee has a policy KHB which allows advertising in schools and on school properties on a limited basis. Such advertising must meet the criteria outlined below.

- a. Advertising is permitted in connection with courses of study which have specific lessons related to advertising. It will be up to each school to decide whether the lessons related to advertising are appropriate.
- b. Advertising is permitted in such supplementary classroom and library materials as newspapers, magazines, television, the Internet, and similar media where they are used in a class such as current events, or where they serve as an appropriate research tool.
- c. Paid advertising is permitted in yearbooks, school newspapers, theatrical productions, and event programs as long as such advertising meets the criteria listed below.
- d. Paid advertising is permitted on athletic fields, scoreboards, tennis courts, the swimming pool, auditoriums and gyms as long as such advertising meets the criteria listed below.

Advertising must meet the following criteria:

- 1. Consistency with District and School Academic Standards and Goals.** All corporate support or activity shall be consistent with State, District, and school academic standards and goals. Commercial involvement must also be structured to meet identified educational needs, not commercial motives.
- 2. Advertising shall not be used as part of the curriculum.** Advertising shall not be included as part of the curriculum, in classrooms or other specific academic settings, unless it is a specific lesson about advertising or in supplemental curricular materials such as magazines, newspapers or the internet.
- 3. Consistency with District Policies and Age-Appropriateness.** All corporate support or activity must be consistent with District policies, prohibiting discrimination on the basis of race, color, national origin, gender, age, religion, sexual orientation, veteran status, limited English proficient, handicap, or homeless, and must be age-appropriate for the students involved.
- 4. Certain Corporate Support or Activity Prohibited.** No corporate support or activity will be permitted in the District or in the schools that:
  - a. Promotes the use of illicit drugs, alcohol, tobacco, or firearms.

- b. Promotes hostility, violence or disorder
- c. Attacks or demeans any ethnic, racial, or religious group.
- d. Is libelous.
- e. Promotes any specific religion.
- f. Promotes or opposes any particular political view, candidate or ballot question.
- g. Inhibits the functioning of any school.

**5. Advertising Materials and Placement.** To ensure uniformity, the Superintendent or his designee, will be responsible for producing and placing all advertising material.

The Superintendent will report at least once a year to the School Committee on all advertising in the schools.