

ADVERTISING ON SCHOOL PROPERTY

Background

Businesses produce from time to time promotional items of considerable value for school use, either for instruction or for extracurricular activities. The production and provision of these items are designed to create general good will for the business firm, and can also benefit the school by their receiving either goods or funds that can be used to supplement school activities.

Procedures

1. Advertising may not include:
 - 1.1 Advertising that contains profanity, and other vulgar or indecent language;
 - 1.2 Advertising that is obscene to minors;
 - 1.3 Advertising that is slanderous or libelous;
 - 1.4 Advertising that invades the rights, health or welfare of others;
 - 1.5 Advertising that promotes alcohol, tobacco, illegal drugs or any other product or service harmful to minors and not permitted to minors by law;
 - 1.6 Advertising that is harassing speech or expression sufficiently severe and pervasive as to create a hostile learning environment for any student;
 - 1.7 Political advertising.

2. Corporate involvement shall not require students to observe, listen to, or read commercial advertising.

3. Advertising and sponsorship should be relatively inconspicuous.

4. Schools must not be used as a means of distributing advertising materials directly to students or to their parents.

Reference: Relevant Legislation and Regulations