

Community Relations

Advertising and Promotion

The Board of Education has a responsibility to protect students from possible exploitation by private interests and other organizations through exposure to advertising and promotions (“advertising”) within the school environment. Because marketing and advertising materials are a pervasive element in our culture, it is not feasible to strictly prohibit the indirect or incidental advertisement of products and services to our students and parents. However, direct, non-incident advertising in District schools and facilities, and on District grounds, is prohibited except as provided in this Policy.

1. Advertising by School, Staff, and Students

Any advertising by the school, staff, or students of school events and activities must be done in a thoughtful, careful, and respectful manner consistent with the educational goals of the District. Advertising must not disrupt the educational process. The Superintendent or his/her designee may limit or prohibit such advertising in District schools and facilities, and on District grounds, if it is not consistent with the educational goals of the District, does not comply with other Board policies, regulations, and/or the law, is disruptive to the educational process, or is not in the best interests of students.

2. Advertising by Private Interests and Other Organizations

The Superintendent, or his/her designee, must approve advertising by private interests and other organizations on District grounds and in all printed materials including, but not limited to, school newspapers, newsletters, fliers, theater publications, yearbooks, calendars, and athletic publications. Advertising must meet the educational goals of the District, must meet the requirements of other Board policies, regulations, and the law, must not disrupt the educational process, and must be in the best interests of the students. The approval of advertising does not imply that the Board or the school administration endorses the product, services or item being advertised.

A. Outdoor Advertising

Advertising under this Section is not permitted indoors. Approved advertising by private interests or outside organizations must be confined to the football field/track facility (“Football Field”) and the lighted “Varsity Field.” There shall be no more than a total of twenty (20) banners in place at any time on each field (20 on the Football Field and 20 on the Varsity Field), with the specific locations, size, and duration of display for such banners to be approved and identified by the Superintendent.

The approval for outdoor advertising must state precisely where the advertising is to be placed, the duration during which the advertising will be permitted, and the size of such

advertising. Advertising of private interests and other organizations will not be permitted outside the specific areas approved by the Superintendent.

Temporary, occasional, outdoor advertising beyond the Football Field and the Varsity Field as described above may only be displayed with the permission of the Superintendent.

B. Advertising in Printed Materials

Advertising in all printed materials including, but not limited to, school newspapers, newsletters, fliers, theater publications, yearbooks, calendars, and athletic publications must be approved by the Superintendent or his/her designee.

Audio, Video, and Digital Advertising

Any advertising by the school, staff, or students utilizing school public address systems, Trojan TV, Channel 78, or any other audio, video, and digital medium operated by the District (including computers and computer networks) ("District Media") of school events and activities must be done in a thoughtful, careful, and respectful manner. The Superintendent or his/her designee may limit or prohibit such advertising if it is not consistent with the educational goals of the District, does not meet the requirements of other Board policies, regulations, and/or the law, disrupts the education process, and/or is not in the best interests of students.

District Media may not be utilized for advertising by private interests and other organizations.

Removal of Advertising

Advertising that is in violation of this Policy, or is in violation of the terms of a written approval from the Superintendent or his/her designee, will be removed by the District.

Legal Reference: Connecticut General Statutes Section 10-220 Duties of Boards of Education

Connecticut General Statutes 10-239 Use of School Facilities for Other Purposes

Board of Education Policy 1330 Use of School Facilities

Board of Education Policy 3280 Gifts, Grants, and Bequests To the District

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WESTON PUBLIC SCHOOLS
Weston, Connecticut