

**RELATIONS WITH OTHER AGENCIES**

**Advertising in the Schools or On School Property**

**1:0 POLICY STATEMENT**

1:1 In an attempt to best serve the stakeholders of the Fairhaven Public School system the following policy related to advertising in the district exists.

1:2 No person shall distribute any material on any property under the jurisdiction of the School Committee, unless approved by the Superintendent of Schools or his/her designee. Material means any printed matter, visual representation, live performance or sound recording, including but not limited to books, magazines, pamphlets, leaflets, newspapers, films, compact disks, software, records, or pictures; and distribute means to publish, produce disseminate, sell, lease exhibit or display. This policy does not apply to:

1. Authorized student publications prepared, printed and sold in school or on school property.
2. The distribution by school officials of materials about school or school sponsored activities.
3. The distribution of material, subject to prior approval of the Superintendent of Schools, about community activities, public service announcements and educational programs. Such materials shall not carry advertisements or publicity for private companies. Discrete corporate logos and symbols may be approved by way of identifying the private companies supporting the materials being distributed.
4. Advertising banners displayed in accordance with guidelines established by the Superintendent and school principal.

**2:0 POLICY PURPOSE**

2:1 The Fairhaven Public School district is committed to providing an environment that focuses on the education of its students.

**3:0 CONDITIONS**

3:1 Groups that promote or provide totally free programs or services to young people will be allowed to advertise in schools or on school property, that is posted ads, not flyers, as well as those promotions that provide opportunities for schools to raise revenue benefiting students.

3:2 Banner space in the high school will be sold for a minimum fee approved by the Business Administrator.

3:3 Prior approval of the Superintendent or his/her designee will be required for any, all advertisements, active or passive.

3:4 The School Committee will permit advertising in student organization brochures, student Agenda Books, sports programs, Drama Club playbills, newspapers,

publications; by individuals and businesses who may be interested in sponsoring student/school activities. The entire scope of the advertising campaign will be outlined to detail the significant benefits and opportunities to the school department and advertising body.

- 3:5 The School Committee will allow advertising on vending machines. Provided that such vending machines have met the state and local code requirements and the process for awarding the contract for the placement of said machines was not exclusionary.
- 3:5.1 The School Business Administrator will solicit bids for all vending machine contracts in excess of \$5000 and negotiate all contracts that will address health and safety issues relating to product or the product delivery process as required by MGL 30B.
- 3:6 The School Business Administrator and his/her designees determines appropriateness and cost effectiveness of advertising activities. This includes, but is not limited to: size, duration, product, location.
- 3:7 The School Committee will allow the distribution of discount coupons, flyers or advertisements that promote or provide totally free services for young people.
- 3:7.1 Such coupons, flyers, or advertisements will not be distributed in individual classrooms by teachers but rather be displayed in the school's main office. Students will be notified of the opportunity.
- 3:8 The School Business Administrator will set rates for distribution when applicable for the above coupons, flyers, or other such advertisements.
- 3:9 Clothing Logos and other passive advertising symbols will be allowed when such items of clothing are a part of a student's regular wardrobe.

#### **4:0 PROFESSIONAL ACTION DIRECTIONS**

- 4:1 After preliminary approval by building administrators, all requests for advertising will be presented to the School Business Administrator or his/her designee for final approval.
- 4:2 Neither the schools nor the School Committee are in any way endorsing or sponsoring the advertised organization or product.
- 4:3 The School Committee reserves the right to deny any request.
- 4:4 Revenue from such advertising activities will be deposited in Activity Accounts under the direction of the School Business Administrator. See Policy 5135, 3320.
- 4:5 Complaints or questions arising from any form of school advertising should be brought to the attention of the Superintendent or his/her designee.

4:6 The use of the name of any school or the Fairhaven School System to promote any product will not be permitted.

**Adopted:** July 9, 2003

**Revised:** April 14, 2004