ADVERTISING IN THE SCHOOLS

Statement:

The Fremont Board of Education recognizes that declining revenues in the school district cause the district to seek creative ways to fund projects and activities at school sites. The Board of Education supports the acquisition of money through the selling of advertising where the stakeholders of the district may observe displays, but under a controlled set of circumstances. The Board further realizes that advertising must fall within the values of the school and community and must not disrupt school activities in any way, and meet the mission of the school district in an effective way. That is to educate our students within the maximum capabilities and resources we have.

The Board of Education directs the administration to implement the following set of regulations regarding advertising.

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Adopted: March 17, 1997

Revised: March 15, 2004

Advertising in the Schools:

1. During the spring through fall of each school year a site may develop a plan to advertise for the purpose of raising money for the improvement of instruction or function activities. Each plan must conform with the regulations of this policy, and be approved by the Board of Education, upon recommendation of the Superintendent of Schools.

2. Each advertising plan must state a purpose, have goals, and describe the advertising that will be done to meet the goals. Each plan must have a revenue explanation on how donations are receipted.

3. Advertising in schools may be in the form of signs, display boards, and brochures located in places where stakeholders may see them.

4. All advertising must be within the values of the community, and will not have any form of tobacco, alcohol, drugs, or sex visible consciously or subconsciously in any form.

5. Advertising may be done in contracts of 10years with annual installments, or there may be single year letters of agreement. However, no contract may run over ten years, and the district may at any time for reasonable justification break the contract.

6. The Executive Director of Business Services has the responsibility of reviewing the advertising plans for the Briefing Meeting, and making recommendations to the Superintendent of Schools.

7. The site administrators have the responsibility of determining the amount of advertising, as long as the advertising does not inhibit instruction; the appearance of the facilities or equipment; and provides improvement of instruction/activities. All advertising plans must be approved by the Board of Education.

8. Advertising is not to be permanent, except for plaques of recognition. However, it may be semi permanent in the form of attached sign, posters, painting, etc.

9. No more than one advertising firm may be on equipment, in or adjacent to classrooms and in entryways. No more than four forms of advertising may be used in gymnasiums or auditoriums.

10. All outdoor forms of advertising must follow city sign ordinances, and must be agreeable with neighborhood environments.

11. The school may cooperate in furthering the work of any nonprofit, community-wide social service agency, provided that such cooperation does not restrict or impair the educational program of the schools.

12. The schools may use films or other educational materials bearing only simple mention of the organization sponsoring the film.

13. The schools may participate in radio or television programs under acceptable commercial sponsorship when such participation is supplementary or beneficial to the program of the schools.

14. The Superintendent may, at his or her discretion, announce or authorize to be announced any lecture or other community activity of particular education merit.

15. The schools may, upon approval of the Superintendent, cooperate with any governmental agency in promoting activities in the general public interest which are non-partisan and non-controversial and which promote the education or other best interests of the pupils.

16. School publications may accept and publish paid advertising under established procedures.

17. School related groups such as PTA, Band Parents, etc. may undertake fund-raising projects that involve commercial products providing that students are not involved during school hours and school time is not used for such activities. However, preparing students for a fundraiser may take place for 15 minutes of the day once or twice a year.

18. All advertising at sites under this policy, is to be approved by the building principal of the site, and presented to the Board through advertising plans as described. Appeals of advertising decisions may be made to the Superintendent and the Board of Education in that order.

19. Property contributed to the school district may bear the name, trade mark or logo of the contributor, provided, the extent of such advertising or other designation of the name of the contributor shall be made known at the time the offer is made and the Board shall have full authority to accept or decline such property and such acceptance shall be subject to the provisions of school policy.

20. All money generated through advertising will need to be identified as donated projects or donations for projects. This is to keep the revenues generated outside of the lid. this should be described in the advertising revenue page.

ADVERTISING PLAN OUTLINE

Demographics (school name, leader, year)
Purpose Stated
Advertising Goals
Advertising Activities (Descriptions)
Map of Where Advertising Takes Place
Revenue/Donation Analysis