

1 West Ada School District, Meridian

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3 SCHOOL – COMMUNITY RELATIONS

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5 Series 1000

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7 Policy Title Advertising and Commercial Activities

Code No. 1002.30

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9 General Principles

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11 Support from area businesses plays an important role in the operation of district schools. The
12 following principles define appropriate activities for businesses that are pursuing ways to support
13 district schools or are offering programs appropriate to school-age children.

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15 A. Consistency with District and School Academic Standards and Goals. All corporate support
16 or activity shall be consistent with State, District, and school academic standards and goals.
17 Commercial involvement shall also be structured to meet identified educational needs, not
18 commercial motives.
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20 B. Consistency with District Non-discrimination Policies and Age-appropriateness. All
21 corporate support or activity shall be consistent with district policies prohibiting
22 discrimination on the basis of race, color, national origin, religion, sex, handicap, age or
23 sexual orientation, and shall be age-appropriate for the students involved.
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25 C. Certain Corporate Support or Activity Prohibited. No corporate support or activity will be
26 permitted in the district or in the schools that:
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28 1. Promotes the use of illicit drugs, alcohol, tobacco, or firearms
29 2. Promotes hostility, disorder, or violence
30 3. Attacks or demeans any ethnic, racial, or religious group
31 4. Is libelous
32 5. Promotes or opposes any specific religion
33 6. Promotes or opposes any political candidate or ballot proposition
34 7. Inhibits the efficient functioning of any school
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36 D. District/School Must Control the Curriculum. District/school personnel shall retain the
37 discretion on how or whether to integrate commercially sponsored or provided material or
38 programs into the curriculum. Also, school activities shall not be about a commercial
39 sponsor, e.g., students shall not be required to make art projects or write essays primarily
40 about sponsors.

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42 Specific Limitations on District and School Based Advertising

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44 A. Following are the guidelines regarding advertising in district schools:
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46 1. Advertising is permitted in connection with courses of study which have specific lessons
47 related to advertising. It will be up to the Director of Curriculum and Instruction to
48 decide whether the lessons related to advertising are appropriate.
- 49 2. Advertising is permitted in yearbooks, school newspapers, and event programs.

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3. 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.
4. Advertising concerning educational or athletic activities of interest to students in the school community shall be allowed according to the following schedule:

<p>Category 1 Programs that are appropriate for school-aged students that are offered by 501 (c) 3 federal tax exempt organizations, for example Boy/Girl Scouts, PAL, YMCA, or youth programs offered by governmental entities such as City Parks Departments.</p>	<p>Category 2 Activities or educational programs for students sponsored by Idaho Not-For-Profit organizations; tutors or educational entities offering programs to assist student learning; for-profit music instruction, dance classes, foreign language programs, or other programs that augment educational programs currently offered in district schools.</p>	<p>Category 3 For profit companies offering activities or programs deemed appropriate by school district administration for the age group the advertisement is being directed</p>
<p>Distribution of materials is limited to 2 times per year, per school at the elementary and middle school levels. The first distribution is free of cost; the second distribution has a fee of \$10 per school. Program information at the high school level will be distributed through advertisements purchased in school newspapers.</p>	<p>Idaho Not-For-Profit organizations and companies that offer programs that augment student learning may purchase space for their programs on the district web site at rates that are determined for this category annually. Advertising space is also available for purchase in high school newspapers.</p>	<p>For-profit companies may purchase advertising space for their programs on the district web site at rates that are determined for this category annually. Advertising space is also available for purchase in high school newspapers.</p>

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- B. Limits on Promotional Information in Curriculum Materials. Neither the district nor any school shall purchase or use any sponsored educational materials that contain promotional information about a product, service, company, or industry that is inappropriate to the lesson being taught in the content of the curriculum.
- C. Advertising Permitted on Scoreboards, Reader-boards, Buildings, or on District Athletic Fields. Advertising will be permitted on scoreboards, reader-boards, gymnasiums, and athletic fields.
- D. Students Shall Not be required to Advertise. No corporate relationship shall be permitted which requires students to advertise a product, service, company, or industry. This prohibition on student advertising includes athletic uniforms and equipment, although

70 uniforms and equipment may display the name or logo of the uniform and equipment
71 manufacturer or supplier.

72 Logos and Sponsorship

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75 A. Logos for Identification Only. All company logos appearing on district property, including
76 logos on materials, supplies, or equipment purchases, rented, or leased by or donated to the
77 district, shall be for product or sponsor identification purposes only and shall conform to
78 Idaho High School Activities Association regulations. Logos for sponsor identification
79 purposes shall not be permitted on district property, materials, supplies, or equipment for
80 the purpose of advertising to students. School-based personnel shall be the primary
81 decision makers in the schools regarding whether a sponsor identification logo is for
82 identification or advertising purposes. In determining whether the logo is for identification
83 or advertising, the following criteria should be used; the size and location of the logo, the
84 attention drawn to the logo compared with the intended use of the material, and the age of
85 the students who will view it.

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87 1. Vending machine facades may be used for advertising. The name and logo of product
88 manufacturers, such as the soft drink makers, may appear on their machines.

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90 B. Sponsorship Recognition. It is appropriate that corporate sponsors and donors receive
91 recognition for their support. Such recognition can be in the form of the corporate name or
92 a logo for identification purposes on the product or materials provided, or a written
93 acknowledgement in an appropriate school publication. Corporate recognition in the form
94 of name plates or donor walls is appropriate and authorized.

95 Definitions

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98 A. Advertising. Advertising is an oral, written or graphic statement made by the producer,
99 manufacture, or seller of products, equipment, or services which calls for the public's
100 attention to arouse a desire to buy, use, or patronize the product, equipment, or services.
101 This includes the visible promotion of product logos for other than identification purposes.
102 Brand names, trademarks, logos or tags for product or service identification purposes are
103 not considered advertising. Also, nothing in this policy or procedure is intended to limit
104 announcements, information, or logos of school related non-profit corporations, such as the
105 PTSA, other parent teacher organizations.

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107 B. Commercial Activities. Commercial activities are those designed to provide profit for a
108 private business enterprise.

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110 C. Sponsorship. Sponsorship is an agreement between a school district, and individual school,
111 or a site based or parent based group with an individual group, company or community-
112 based organization in which the sponsor provides financial or resource support in exchange
113 for recognition.

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115 D. School / Business Relationship. A school / business relationship is an agreement between a
116 school or school district and a private entity, wherein the basis and the terms of the
117 relationship are set by the school district, and agreed upon by the private entity, or reached
118 mutually. Frequently a partnership is less formal than a contractual relationship. The
119 school or school district should not be required by the partnership to sell products to

120 students, expose students to advertisements during school time, or place advertising on
121 school property. A school / business relationship shall not adversely affect or distract from
122 the instructional mission of the school.
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124 E. Sponsored Educational Materials. Sponsored Educational Materials, are educational
125 materials and programs developed and/or funded by commercial enterprises, trade
126 organizations, or non-profit organizations with significant corporate backing. These
127 materials are intended for use or distribution at schools, and can be intended for use as
128 either primary or supplemental curriculum.
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130 F. Electronic Media. Electronic Media is any type of instruction that happens during school
131 time, or any program shown during school time that requires the use of electronic
132 equipment, such as televisions, video equipment, computers, movie projectors, etc.
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149 9/12/06; 10/12/10

Legal Reference: Code of Idaho
