

## ADVERTISING IN THE SCHOOLS

~~Individual schools may not endorse or imply endorsement of any product. All requests for endorsement should must be directed to the Superintendent or Ssuperintendent's his/her designee.~~

~~In order to solicit advertisements from merchants and business establishments for school media or publications, school organizations must secure approval from the principal. If there is a need for policy clarification, the principal shall consults with the Superintendent or Ssuperintendent's /designee.~~

~~Commercial establishments whose primary source of revenue is the sale of intoxicants or tobacco may not advertise in school media or publications.~~

~~Neither the facilities nor the staff, nor the students of any school may be used in any manner for advertising or otherwise promoting the interests of any commercial or other non-school organization.~~

### A. Generally

All Albemarle County Public Schools' ("ACPS") school facilities, property, and publications are intended for the exclusive use of the ACPS and its authorized designees for public purposes associated with education, athletics, community recreation and activities, and entertainment permitted by law. Under no circumstances shall any school facilities, property, or publications be intended or considered to create or establish any open, limited, or other public forum for expression of any commercial or other message as a result of this Policy or otherwise.

In addition, the ACPS has an important interest in avoiding the impression that it has endorsed any particular business, establishment, service, product, or any position or viewpoint, particularly any that may be antithetical with its educational mission or program.

The inclusion of advertisements in school publications, in ACPS facilities, or on ACPS property, therefore, shall not be deemed to constitute approval and/or endorsement of any product, service, organization, or activity. Approved advertisements will not imply or declare such approval or endorsement.

For these reasons, any visual display of a name, slogan, or message on ACPS property or publication; or audio announcement on any broadcast, including, without limitation, visual or audio advertisements promoting any goods, services, products, organizations, or commercial enterprises) in return for payment of money or other economic benefit to the ACPS ("Advertisements") are permitted only in accordance with the express terms of this Policy.

Advertising or advertising images for alcohol; tobacco; drugs; drug paraphernalia; weapons; obscene, pornographic or illegal materials; or by any commercial establishment that

derives a significant portion of their business from selling the above items are prohibited. Advertisements may also be rejected by the principal or designee if determined to be inconsistent with the educational objectives of the ACPS or inappropriate for inclusion in the publication. For example, advertisements may be rejected if determined to be false, misleading, or deceptive, if they relate to an illegal activity or antisocial behavior, or cause or threaten to cause a material and substantial disruption of a school activity or program.

Further, except as otherwise expressly permitted and approved in accordance with this Policy, ACPS facilities, staff, or students may not be employed or used in any manner for advertising.

### **B. Signage**

Principals may permit the posting of announcements, notices and signs in designated areas of the schools if the advertised activity will contribute to the students' education or if the proceeds of the activity will benefit the programs of instruction, interscholastic sports, or extracurricular activities; provided, however, that signage constituting advertising permitted under this Policy shall not be permanently affixed to a facility, wall, fence, scoreboard, building, or other school structure or remain in place for an unlimited duration of time.

### **B. Publications**

ACPS recognizes that the production and dissemination of school publications, including, but not limited to, school newspapers and magazines, yearbooks, programs, and calendars is directly related to its educational mission. Those publications are supported, in part, by revenues obtained from advertisements placed by individuals and commercial enterprises and businesses in the community. For this reason, subject to the terms of this Policy, and with the prior approval of the Principal/designee, such advertisements are permitted so that they can provide financial support for school publications.

### **C. Corporate or Other Private Sponsorships**

Advertising in the schools associated with corporate or other private sponsorship of school activities, programs, and interscholastic sports is governed by School Board Policy KQ.

### **D. Political Advertising**

School facilities, school resources, email or any other web-based services, or equipment may not be used as a means of producing or disseminating to the school or community at-large any material that advertises or promotes a political party, a political cause or the candidacy of an individual for public office.

Students and employees of the School Board shall not be used to distribute campaign literature within the schools or on school grounds.

**E. Advertising on Other Written Materials and Items**

Subject to the terms of this Policy, the Principal/designee may authorize printed advertisement by commercial enterprises and profit-making organizations on educational, athletic or recreational materials, equipment, and clothing.

Adopted: July 1, 1993  
Amended: February 14, 2013  
Reviewed: September 11, 2014

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Legal Ref: Code of Virginia, 1950, as amended, § 22.1-78

Cross Refs: DJG, *Vendor Relations*  
JP, *Student Publications*  
~~\_\_\_\_\_KF, *Distribution of Information/Materials by School Sponsored, Governmental or Outside Organizations*~~  
~~\_\_\_\_\_KGA, *Sales and Solicitations in Schools*~~  
~~\_\_\_\_\_KQ, *Commercial, Promotional, and Corporate Sponsorships and Partnerships*~~