

Related Entries: (Not identified at this time)

Advertising

The following guidelines shall be followed with respect to any form of advertising on school or District grounds or through use of students.

(1) Advertising on School Campus

(a) The Principal of each school is given authority to approve advertising on the school campus in the form of signs or other displays containing the company or organization name. The Principal is also given authority to approve use of the school campus or a portion thereof, its photographic image, and the school's name and logo as part of an advertisement. Principal will give approval for such advertising only when such results in the school receiving funds or property from the advertiser.

(b) The Principal shall apply the following standards in deciding whether to approve advertising.

1. No advertisements may be obscene or promote products or services, which minors may not legally purchase or use.
2. No advertisements may contain libelous material.
3. No advertisement shall be proselytizing.
4. No advertisement may be approved which would tend to create a substantial disruption in the school environment.

(c) Vendors providing services to students, such as yearbook or class ring sales, may be allowed by the Principal to post temporary signs on the school campus for the purpose of advertising the service to students. The standards in paragraph (1)(b) shall be applied by the Principal when considering approval.

(2) Use of Students/Student Work for Advertising

(a) With written approval of the parent or adult student, student images and work may be used to advertise a product or service when such results in the school receiving funds or property from the advertiser. The standards in paragraph (1)(b) shall be applied by the Principal when considering approval.

45 (b) Students taking part in an extracurricular activity which involves the wearing
46 of a uniform will not wear such uniform in any form of advertisement except
47 when such results in the school receiving funds or property from the
48 advertiser. Students who violate this provision may be removed from the
49 extracurricular activity. Middle and high school students entering such an
50 extracurricular activity will be required to sign a document acknowledging
51 understanding of this prohibition and the potential consequence of its
52 violation.

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54 (3) Advertising in School and Student Publications

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56 The Principal may approve the inclusion of advertisements in school and student
57 publications. The standards in paragraph (1)(b) shall be applied by the Principal
58 when considering approval.

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60 (4) Advertisement Through the Distribution of Handouts

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62 (a) Any entity requesting handouts be distributed to students at a District school
63 shall submit the handout to the Superintendent or his/her designee for
64 consideration.

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66 (b) The Superintendent or his/her designee shall notify the requester of his/her
67 decision within seven (7) calendar days.

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69 (c) The Superintendent or his/her designee shall apply the standards in
70 paragraph (1)(b) when considering approval.

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72 (d) Approved handouts will not be distributed to students unless the requester
73 provides a sufficient number of copies for every student in the school.

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75 (e) All handouts shall contain the following disclaimer in **bold** letters:

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77 The school is neither endorsing nor sponsoring this event, product or service
78 nor endorsing the views of the sponsoring organization.

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80 (f) Handouts advertising a for-profit product or service shall not be approved
81 with the following exceptions:

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83 1. After-school care programs

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85 2. Those advertising a service to students on the school campus

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87 3. Business partners of the school as recognized by the Principal

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89 4. Items used as incentives to reward students

- 90 (g) The Principal may refuse to distribute handouts which advertise activities
91 which would compete with school activities.
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- 93 (h) An advertiser whose request to advertise is denied by any Principal under
94 the provisions of this regulation may appeal the Principal's decision to the
95 Superintendent or his/her designee within 10 days of notice of the decision.
96 The Superintendent or his/her designee shall review any documents
97 submitted by the advertiser and the Principal who denied the request and
98 render a decision within 10 days of the date the appeal is submitted.
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- 100 (5) The Superintendent is granted authorization to make decisions concerning
101 advertising on the grounds of the Lee County Public Education Center and other
102 ancillary facilities to the same extent and in the same manner as principals under
103 this Policy.
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106 **STATUTORY AUTHORITY:** 1001.42, 1001.43, F.S.

107
108 Adopted: 1/6/09