

ADVERTISING

In general, the Board authorizes the acceptance of paid advertisements that promote products, services, activities or programs, provided the advertisements align with this policy. In the case of advertising in public spaces and athletic facilities, the Board reserves the right to consider requests for advertising on a case-by-case basis. The District recognizes the benefit of paid advertisements as a potential revenue source to support costs associated with the high school athletic fields, scoreboards and gymnasium. No paid advertisement shall be construed as or constitute an endorsement by the Board, District, or school of any product, service, activity or program in the community.

A “paid advertisement” is defined as the payment of money or other economic benefit to the District for promoting the sale of any product, service, activity or program by the District placing a sign, display, etc., on district property; by the District placing a written message in district communication tools, such as newsletters, programs of district events, student newspapers, or school yearbooks; or, through other means approved by the District. The Board recognizes that the funds derived from such paid advertisements will benefit the District, its schools, students, employees, programs, and the community. This policy is intended solely to allow paid advertising to raise revenue to defray costs and expressly does not create a public forum for public expression.

An “incidental advertisement” is defined as advertising which is embedded in approved classroom materials, equipment such as vending machines and their contents, logos on uniforms and sports equipment and brand information attached to District equipment. The intent of this policy is to address terms of paid advertisements.

Advertising will not be approved that:

1. Negatively represents or portrays public education;
2. Is inconsistent with other Board policies or with any applicable law;
3. Is directly related to tobacco, illegal drugs, alcohol or weapons;
4. Relates to products or services that are incompatible with a child’s well-being or negatively impact school programs and services;
5. Is otherwise objectionable or inappropriate as determined by the Board in its exclusive discretion.

This does not prohibit advertising or promotion by or on behalf of enterprises (e.g., grocery stores, restaurants or bowling alleys) which sell alcohol or tobacco products as an ancillary part of a business.

APPROVALS:

Building principals shall consider approval of any paid advertisement placed in school newsletters, yearbooks, student newspapers, school calendars, athletic posters or schedules, and programs for school events.

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The Superintendent or designee shall consider approval of paid advertisements placed on District communication tools, high school gymnasiums, high school athletic fields or stadiums; placed in staff mailboxes or e-mails; broadcast over the high school closed circuit system; or, included in audio announcements at public events, such as interscholastic athletic events.

The Board shall consider requests for advertising on other District property.

The Superintendent or designee shall seek Board approval when there is uncertainty whether an advertisement request meets District criteria and in any other situation deemed appropriate by the Superintendent or designee.

A written agreement about the nature of the advertisement shall be entered into between the District and the party placing the advertisement. The terms of the agreement shall be consistent with the provisions of this policy, and shall include financial terms and schedule for payments to the District, the length of time the advertisement is valid, and the terms and conditions that govern what would cause the advertisement to be revoked or modified.

Legal Reference: ***20-A M.R.S.A. § 6662***
 Me. Dept. of Ed. Rule Ch.51

Cross Reference: ***EFE – Competitive Food Sales – Sales of Foods in Competition with the School Food Services Program***

FIRST READING: **June 8, 2017**

SECOND READING: **June 22, 2017**

ADOPTION: **June 22, 2017**