



## Commercialism in Schools

School-Community Relations Policy 9007

### Policy Statement

The amount of commercial advertising to which students are exposed on or within District property shall be restricted.

#### School-Business Relationships

When working together, schools and businesses shall ensure that educational values are not distorted. The following principles shall apply:

- All corporate support or activity shall be designed to meet educational, not commercial goals and shall be consistent with state, District, and school academic standards
- District/school personnel shall retain discretion on the integration of commercially sponsored or provided materials or programs into the curriculum
- School activities shall not be centered on a commercial sponsor
- Corporate support or activity shall *not*
  - Provide activities or materials not age-appropriate to the students
  - Promote the use of illicit drugs, alcohol, tobacco, or firearms
  - Promote hostility, disorder, or violence
  - Attack or demean any ethnic, racial, or religious group
  - Violate District non-discrimination policies
  - Promote any specific religion
  - Promote any candidate or ballot proposition
  - Inhibit the functioning of any school

#### Specific Limitations on Advertising

- Students shall not be exposed to advertising in the school building except as follows:
  - Courses of study which have specific lessons related to advertising
  - Advertising in yearbooks, school newspapers, and event programs
  - Advertising in supplementary classroom and library materials such as periodicals, television, and the internet when used for lessons or as a research tool
  - Information from non-profit groups concerning educational activities or opportunities of interest to the school community when such material has been reviewed and approved by the principal and judged to contribute to the school community
- Neither the District nor any school shall purchase or use any sponsored educational materials that contain advertising inappropriate to the lesson being taught. A teacher may use

materials that include a reference to a brand, product, or service if they are otherwise appropriate.

- Limited advertising on scoreboards, reader-boards, building facades, walls, floors, or athletic fields shall be accepted, but not actively solicited, at the discretion of the principal.
- The District shall use its best efforts to ensure that no advertising is permitted in school buses operated by contracted transportation providers, other than public providers.
- No corporate relationship shall be permitted which requires students to advertise a product or service. This prohibition includes athletic uniforms and equipment, although uniforms and equipment may display the name or logo of the manufacturer or supplier.
- Students shall not be required to complete surveys to provide marketing information to vendors.
- Student information, including names, telephone numbers, and addresses shall not be supplied to vendors except as required by law. This prohibition includes providers of electronic media services.

Information from profit-making groups that may be deemed of interest to the school community such as brochures or flyers about camps, tutoring, etc. may be made available to parents with the permission of the principal, but not distributed to students. No endorsement of the District, school, or staff may be stated or implied.

#### Logos

- All company logos appearing on District property shall be for product or sponsor identification only. Logos may not appear for advertising purposes. School-based personnel shall make decisions regarding the appropriateness of logos using the following criteria:
  - Size and location of the logo
  - Attention drawn to the logo compared with the intended use of the product
  - Age of students who will view the logo
- Vending machine facades shall not be used for advertising. The name and logo of product manufacturers shall be used for identification purposes only.

#### Sponsorship

- It is appropriate that corporate sponsors and donors receive recognition for their support. Such recognition can be in the form of a name or logo for identification purposes on the product or item provided or a written acknowledgement in an appropriate school publication.
- In unique cases, with the approval of the Superintendent, a corporate name can be attached to a program.
- Corporate recognition in the form of nameplates or donor walls shall be governed by the Board's decisions pertaining to the naming of school facilities.
- Contracts for the sale of foods or beverages shall not permit the distribution of free products or advertising materials.

	<p><u>Sales and Solicitations in Schools</u></p> <ul style="list-style-type: none"> <li>▪ No person shall solicit contributions or sell or offer products for sale on school property without the approval of the Superintendent or the Board. This policy does not apply to school fundraising activities authorized by the school administration.</li> <li>▪ Salespersons are prohibited from talking to teachers during the school day, with the exception of those representing educational companies, who may be granted permission by the principal to speak to teachers at times that do not interfere with classroom duties.</li> <li>▪ School directories or lists of students or staff shall not be made available to outside persons or agencies except as required by law.</li> <li>▪ Non-school-related printed or written matter of any kind shall not be distributed to students in school or on school grounds without prior approval of the Superintendent.</li> <li>▪ Notices from school personnel shall be approved by the building principal prior to distribution.</li> <li>▪ The Superintendent shall present any controversial or questionable material to the Board for approval.</li> </ul>	
<p><b>Definitions</b></p>	<p><i>Advertising:</i> an oral, written, or graphic statement by the producer, manufacturer or seller of products or services which calls for attention and may promote the desire to buy, use, or patronize the product or service. This includes the visible promotion of product logos for other than identification purposes. Brand names, trademarks, logos, or tags for product or service identification are not considered advertising.</p> <p>Announcements or logos of school-related non-profit corporations such as the parent-teacher organizations and the Red Clay Education Foundation are not included.</p> <p><i>Sponsored educational materials:</i> educational materials and programs developed and/or funded by commercial enterprises, trade organizations, or nonprofit organizations with significant corporate backing.</p> <p><i>Sponsorship:</i> an agreement between the District, a school, or a site-based or parent-based group with an individual group, company, or community-based organization in which the sponsor provides financial support or resources in exchange for recognition.</p>	
<p><b>Responsibility</b></p>	<p>The Superintendent shall be responsible for compliance.</p>	
<p><b>References</b></p>	<p>Related Policies: 4003 Staff Conduct and Ethics; 6001 Fiscal Management; 6002 Grant Proposals, Applications, and Reporting; 8010 Student Activities; 9003 Gifts and Donations from the Public  Related Documents: Administrative Memoranda “Distribution of Materials to Students,” “Execution of Contracts and Leases,” “Gifts and Donations from the Public,” “Information on the District Intranet Website,” “Naming of School Facilities” ; Delaware Department of</p>	

	Technology and Information Acceptable Use Policy	
<b>Adoption Date</b>	03/16/2011	
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