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## **CARROLL COUNTY PUBLIC SCHOOLS ADMINISTRATIVE REGULATIONS**

### **BOARD POLICY KHB: ADVERTISING IN SCHOOLS**

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#### Acceptable Advertisements

Materials and equipment provided by businesses and profit-making organizations that contain commercial advertising may be used if their use is a part of a partnership agreement. Identifying symbols on such materials or equipment, which may be visible in schools, may be used provided approval has been granted by the Superintendent of Schools or his/her designee.

Schools may accept commercial products and services which, in the view of the principal, contribute in a meaningful way to the educational program of the school. When considering the acceptance of commercial products and services, schools should make an effort to provide equal opportunity among competitors.

#### Unacceptable Advertisements

Advertising content deemed unacceptable for distribution within Carroll County Public Schools includes, but is not limited to, the following: obscenities, alcoholic beverages, drugs, drug paraphernalia, contraceptives, abortion services, sexual deviation, tobacco products, fortune telling, palm reading, mind reading, defamatory falsehoods, attacks on person(s) or group(s), or statements of discrimination toward race, culture, religion, or sex. In addition, advertising is not permitted on school signs, scoreboards, etc. without the pre-approval of the Superintendent of Schools.

#### Advertising in School-Sponsored Publications

Persons wishing to place advertisements in school-sponsored publications shall first submit proposed advertisements to the student editor, faculty advisor, or teacher assigned to the particular class or publication staff for review. Advertisements submitted to school-sponsored publications must be appropriate and acceptable for the school population in general.

#### Advertising in Other Publications

Persons wishing to advertise in non-school sponsored publications, but in publications distributed to students, shall first submit the proposed advertisement for review by the principal or the principal's designee. All such advertisements must be appropriate and acceptable for the school population in general. Approved advertisements may be distributed or announced on school property at times and in areas designated by the principal of the school.