ADVERTISING IN SCHOOLS

I. PURPOSE
   To provide a uniform policy for acceptable advertising.

II. DEFINITION
   Advertisement: A promotion for a business or a “for-profit” entity that is connected directly or indirectly with the Board of Education of Carroll County from which Carroll County Public Schools receives compensation.

III. POLICY STATEMENT
   The Board of Education of Carroll County and publications sponsored by Carroll County Public Schools are not public forums. Accordingly, proposed advertisements from businesses, individuals, or other non-school entities shall not be accepted unless they are appropriate and acceptable for the school population in general.

   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.

IV. EXCEPTIONS
   Exceptions to this policy must be recommended by the Superintendent of Schools to the Board of Education for approval.

V. GUIDELINES
   None

VI. REPORTS
   None

VII. EXPIRATION/REVIEW
   This policy will be reviewed on an annual basis.
VIII. DELEGATION OF AUTHORITY
The Superintendent of Schools shall develop Distribution of Publication guidelines which contain specific reference to advertising in school-sponsored and other publications.

In specific cases where advertising is a concern, and which may not be addressed by the above, the Superintendent's or his/her designee's approval will be required.

IX. EFFECTIVE DATE
APPROVED: April 8, 1992