

No. 915-AR

ADMINISTRATIVE
REGULATION

TURKEYFOOT VALLEY AREA
SCHOOL DISTRICT

915-AR. COMMERCIAL ACTIVITIES

1. Advertisements

No advertisements, as defined in Board policy #915, shall be allowed unless they follow one (1) or more of the following categories and are approved by the Superintendent or his/her designee:

- a. Paid advertisements in student publications.
- b. Instructional aides furnished by private sources when the advertising is reasonable, nonintrusive, and not inherent to the content; such instructional aides must be used in a manner that is consistent with the district policies and practices related to curriculum and instruction, controversial issues, and the use of district property.
- c. Signs on athletic field that meet municipality's sign code.
- d. Advertising in the program of an extracurricular activity.
- e. A pro-school advertisement for an organization approved by the Board.
- f. The display of product names on vending machines that have been placed in the school for the use of students, staff, and the public in district facilities.
- g. Incidental advertisements that appear when students are using Internet services.

2. Sponsors

A sponsor may be acknowledged in school district publications. The acknowledgement should be tasteful and not minimize or detract from the district's role or responsibility for the activity or service. No sponsorship agreement shall require that the district programs and services be delivered in a specific manner.

3. Exclusive Rights Contracts

These contracts may be approved by the Superintendent or his/her designee if the contract will result in a substantial benefit to the district, its schools and their respective

students, and is consistent with the district's mission, policies, and goals. All such contracts must be issued in conformance with purchasing procedures established by law and Board policy.

Exclusive rights contracts shall not include provisions that would allow marketing activities, including advertising, to take place in district classrooms, hallways, or lunchrooms, except that vending machines at the secondary buildings may display product names.

4. Fundraising

Solicitations of money by students and school-related groups shall be accordance with current Board policy.

5. Prohibited Commercial Activities

No commercial activity is allowed that is associated with tobacco, alcohol, illegal drugs or weapons; contain vulgar or plainly offensive, obscene, or sexually explicit language; advocate the violation of a law or district policy; advance any religious or political organization; promote, favor, oppose a candidate for elected office or a ballot measure; be associated with any company or individual whose actions are inconsistent with the district's mission and goals or community values; or otherwise be in violation of law.

Students may not be required to complete any survey or questionnaire that is designed to provide marketing information to a vendor or business. No such survey or questionnaire can be administered to any student without prior approval of the Superintendent or his/her designee.

Any and all commercial activity allowed shall be respectful of all people without regard to disability, race, color, gender, national origin, ethnicity, sexual orientation, age, religion, marital status, cultural background, familial status, or physical characteristics.

Adopted: June 18, 2012