

NEW CASTLE AREA SCHOOL DISTRICT

SECTION: COMMUNITY

TITLE: COMMERCIAL ADVERTISING
ON SCHOOL PROPERTY

ADOPTED: February 16, 2011

REVISED:

	<p style="text-align: center;">913.1. COMMERCIAL ADVERTISING ON SCHOOL PROPERTY</p> <p>1. Purpose The purpose of this policy is to balance the Board commitment to educational integrity and quality with acceptance of financial support through permitted commercial advertisements on designated school premises and facilities. In doing so, the Board will make a conscious and consistent effort to assure that the Board's commitment to its mission is not compromised.</p> <p>2. Authority School property shall not be used for commercial advertising purposes without the approval of the Administration on a case-by-case basis. The school property subject to this policy includes all athletic field fixtures such as scoreboards, press boxes, and fences. The advertising spaces on these facilities are declared to be a nonpublic forum limited to commercial advertisements for purposes of generating revenue for the District. It is the goal of this program to achieve additional revenues to support District programs in a manner that will limit commercial advertisements to locations of major athletic and activity events such as stadiums, baseball fields, soccer fields, tracks, gymnasiums, and auditoriums.</p> <p>Use of the name, nickname, and/or logo of the District for any commercial purpose or any other purpose directly related to a school-sponsored or school-affiliated organization is not permitted without the approval of the Board on a case-by-case basis.</p> <p>3. Guidelines Any products or business advertising on District property must be consistent with a healthy lifestyle and appropriate values. Sponsors associated with such items as alcoholic beverages or tobacco products are not permitted.</p> <p>The following restrictions will apply to commercial advertisements. The commercial advertisement will not:</p> <ol style="list-style-type: none">1. Promote hostility, disorder, or violence.2. Attack ethnic, racial, or religious groups.3. Discriminate, demean, harass, or ridicule any person or group of persons.
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4. Be libelous.
5. Inhibit the functioning of the school and/or District.
6. Override the school or District identity.
7. Promote, favor, or oppose the candidacy of any candidate for election, adoption of any bond issue; or any public questions submitted at any general, county, municipal, or school election.
8. Be obscene or pornographic as defined by prevailing community standards throughout the District.
9. Promote the use of drugs, alcohol, tobacco, or firearms.
10. Promote any religious or political organization.
11. Use any District or school logo without prior approval.

Advertising will seek to model and promote positive values for District students through proactive educational messages and not just traditional advertising of a product. Preferred advertising includes messages that encourage student achievement and the establishment of high standards of personal conduct.

References:

School Code – 24 P.S. Sec. 510