

Advertising in Schools

It is the policy of the Dubuque Community School District to significantly restrict commercial advertising within the district. Materials bearing commercial messages shall not be distributed to pupils in school buildings. Commercial advertising may only appear in limited approved instances as outlined in this policy's administrative guidelines on district-owned or district-operated property. Corporate support through sponsorships or partnerships that maintains the integrity of the learning environment will be permitted according to the criteria established in administrative guidelines established for the implementation of this policy.

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Reference: Policy 5303

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A. General Principles

School-business relationships based on sound principles and community input can contribute to high quality education. However, compulsory attendance creates an obligation for the school district to protect the welfare of students and the integrity of the learning environment. Therefore, when working together, schools and businesses must ensure that educational values are not distorted in the process. Positive school-business relationships should be ethical and structured in accordance with the following principles:

1. Consistency with District and School Academic Standards and Goals. All corporate support or activity shall be consistent with state, district, and school academic standards and goals. Commercial involvement must also be structured to meet identified educational needs, not commercial motives.
2. Consistency with District Non-discrimination Policies and Age-appropriateness. All corporate support or activity must be consistent with district policies prohibiting discrimination or harassment of any kind, including that based on an individual's protected status, such as age, ancestry, color, creed, familial status, gender identity, marital status, national origin, physical attributes, physical or mental ability or disability, political belief, political party preference, race, religion, sex, sexual orientation, or socioeconomic status. All such support or activity must be appropriate for the age of the students involved.
3. Certain Corporate Support or Activity Expressly Prohibited. No corporate support or activity will be permitted in the district or in the schools that

- a. Promotes the use of illicit drugs, alcohol, tobacco, or firearms
- b. Promotes hostility, disorder, or violence
- c. Attacks or demeans any ethnic, racial, or religious group
- d. Is libelous
- e. Promotes religion in general, any specific religion, or non-religion over religion
- f. Promotes or opposes any political candidate or ballot proposition
- g. Violates any Board policy, inhibits the functioning of any school or school function, or is disruptive to the learning process, student achievement, and respectful relationships within the school

4. District/School Must Control the Curriculum. District/school personnel must retain the discretion on how or whether to integrate commercially sponsored or provided material or programs into the curriculum. School activities shall not focus on a commercial sponsor. For example, students shall not be required to produce art projects or to write essays primarily about a commercial sponsor.

B. Definitions

1. Advertising. Advertising is an oral, written, electronic, or graphic statement made by the producer, manufacturer, or seller of products, equipment, or services which calls for the audience's attention to arouse a desire to buy, use, or patronize the product, equipment, or services. This includes the visible promotion of product logos for other than identification purposes. Brand names, trademarks, logos, or tags for product or service identification purposes are not considered to be advertising. Also, nothing

in this policy or procedures is intended to limit announcements, information, or logos of school-related non-profit entities, such as PTAs, PTOs, Booster Clubs, foundations, or other school-supporting parent or teacher organizations.

2. Sponsorship. Sponsorship is an agreement between the school district, an individual school, or a school-based support group with an individual, another group, a company, or a community-based organization in which the sponsor provides financial or resource support in exchange for recognition. See D.2. below. Sponsorships shall be for a specific term and limited purpose. Terms relating to financial support and sponsor recognition for sponsorships must be approved by the Superintendent or designee.

3. Partnership. A partnership is an approved agreement between the school district or an individual school and a private entity wherein the basis and the terms of the relationship are set by the school district and agreed upon by the private entity, or are reached mutually. The main purpose of all school-business partnerships must be the support and enhancement of the instructional mission of the district or school. The school district or school may not, as a condition of the partnership, be required to sell products to students or parents, expose students to advertisement during school time, or place advertisement on school property. Partnerships must be of a non-exclusive nature.

4. Donation. A donation is money, goods, or services given to a school or the school district with no expectation of reciprocal provision of goods or services to the donor. Donations of money or materials which are designated for site or building alterations or other donations which would

have an impact on the operating budget of a school or facility require Board of Education approval. (See Board Policies #10300 and 10301.)

5. Sponsored Educational Materials. Sponsored Educational Materials are educational materials and programs developed and/or funded by commercial enterprises, trade organizations, or non-profit organizations, often with significant corporate financing. Distribution or use of these materials as either primary or supplemental curriculum must be in compliance with section C.2. below and any other relevant other section of these guidelines.

C. Specific Limitations on District and School-Based Advertising

1. Students shall not be required to view advertising. Students shall not be required to observe, listen to, or read commercial advertising in the school except as follows:

a. Advertising is permitted in connection with courses of study which have specific lessons related to advertising. It will be up to each school to decide whether the lessons related to advertising are appropriate.

b. Commercial advertising not in violation of section A.3. of these guidelines and approved by the building principal is permitted in high school yearbooks, school newspapers, and event programs.

c. Advertising is permitted in such classroom and library materials as newspapers, magazines, television, the internet, and similar media where they are used in a class such as current events, or where they serve as an appropriate research tool.

d. Information concerning educational activities or opportunities of interest to students and others in the school community, such as flyers and brochures informing students of sports camps, music lessons, or tutors, shall be permitted in accordance with guidelines in Board Policy #6201 *Distribution of Materials*.

2. Limits on Promotional Materials in Curriculum Materials. Neither the district nor any school shall purchase or use any sponsored educational materials that contain promotional information about a product, service, company, or industry that is inappropriate to the lesson being taught in the content of the curriculum or inappropriate for the age of the students.

3. Advertising Not Permitted on Buildings, Athletic Fields, or Vehicles. Advertising (see B.1. above) will not be permitted on building facades, walls or floors, on district athletic fields, or on school vehicle interiors or exteriors.

4. Advertising on Scoreboards and Messageboards. Advertising may be allowed on district scoreboards or messageboards with approval by the Superintendent or designee. Any such advertising will be in compliance with applicable regulations of state athletic associations and conference organizations.

5. Students Shall Not Be Required to Advertise. No corporate relationship shall be permitted which requires students to advertise a product, service, company, or industry. This prohibition on student advertising includes athletic uniforms and equipment, although uniforms and equipment may display the name or logo of the uniform and equipment manufacturer. Specific limitations on the use of logos are set forth in Section D.1.

6. Limits on Collecting Personal Information. Neither the district nor any school shall require students to complete surveys to provide marketing information to vendors, or distribute to vendors any personal information of students, including, but not limited to, names, addresses, and telephone numbers, except as may be required by law. In addition, neither the district nor any school shall enter into any contract for products or services, including electronic media services, where personal information will be collected from the students by the providers of the services in question.
7. Use of School Name. Organizations may be allowed to use the school district name or the name of an individual school for purposes of promotion of an event or product if the purpose is determined to be educationally related and if prior approval is obtained from the superintendent or designee. Use of the school name is limited to the specific event or purpose approved by the superintendent or designee.
8. Access to Students and Staff. Commercial enterprises will not be permitted access to students or staff either directly on school property or indirectly through the use of school district or individual school mail or electronic systems. However, materials approved by the principal may be made available to staff members in staff lounges or break rooms. Information about community events or joint endeavors of which the district is a recognized sponsor may be distributed to district families and staff at the discretion of the Superintendent or designee. Any other exceptions must be approved by the superintendent or designee. Recognized charitable organizations, community agencies, and other educational organizations may be allowed the opportunity to approach school principals or staff at the discretion of the superintendent. Distribution to students or staff of materials supplied by non-profit community organizations may be

authorized by the superintendent or designee in accordance with Board Policy #6201

Distribution of Materials.

D. Logos and Sponsorship

1. Logos for Identification Only. All company logos appearing on district property, including logos on uniforms, materials, supplies, equipment, media productions, and websites, shall be for product or sponsor identification purposes only. Logos for sponsor identification shall not be permitted for the purpose of advertising to students. District and school personnel shall be the sole decision-makers regarding whether the logo is for identification or advertising purposes. In determining whether the logo is for identification or advertising, the following criteria should be used: the size and location of the logo, the attention drawn to the logo compared with the intended use of the material on which it appears, and the age of the students who will view it.
2. Sponsor or Donor Recognition. While public recognition should not be the primary rationale for a donation, sponsorship, or partnership, it may be appropriate to recognize, thank, or publicly acknowledge a donor's or sponsor's support. Sponsors may be recognized in a dignified and appropriate manner in programs, directories, press releases, newsletters, or assemblies, or on posters, banners or signs. Use of corporate names and logos should be modest. Posters, signs, or banners hung for sponsor recognition become the property of the school, should be considered temporary, and may be removed at any time at the school's discretion.

Acknowledgement may not offer either actual or implied obligation or encouragement to purchase the product or services of the sponsor.

E. Prohibited Contracts

1. All proposed contracts shall be open for competitive “quotes” from interested companies in accordance with standard district business procedures and legal requirements.
2. Contracts for sales of foods or beverages shall not permit the distribution of vendor-related advertising and promotional materials or events.