

Community Relations

Advertising and Promotion

It is the policy of the Orange Board of Education that students must be protected from possible exploitation in advertising or promoting interests of any non-school agency or organization. Within that context:

1. Schools may cooperate in furthering the work of any non-profit community-wide social service agency; provided that such cooperation does not restrict or impair the educational program of the schools.
2. The schools may use films or other media materials which include commercial messages providing such materials can be justified on the basis of their educational values.
3. The Superintendent may, at his/her discretion, announce or authorize to be announced, any lecture, play, film, or other community activity with educational value.
4. The schools may, upon approval of the Board of Education, cooperate with any agency in promoting activities in the general public interest, and which promote the education and the best interests of students.
5. No advertising material may be posted or distributed to students which, in the opinion of school authorities, would contribute to the personal gain of an individual, business, or company except as follows:
 - a. Educational material used by staff for educational purposes.
 - b. Samples, calendars, supply catalogs, etc., distributed to staff for examination, testing or review or routine classroom use.

Policy adopted: April 15, 2013

Community Relations

Advertising, Promotion and Commercial Activities

It is the policy of the Orange Board of Education to significantly restrict commercial advertising on or within District operated property. Corporate support that maintains the integrity of the learning environment is encouraged.

Any proposed advertising or promotion must be approved in advance in writing by the Superintendent. The Superintendent will refer any proposed advertising to the Board of Education for its approval. Any arrangement that calls for the district to enter into a formal contract must be approved by the Board of Education.

All requests to post, announce, or distribute information must be submitted to the Superintendent of Schools. No announcement will be made until permission has been granted by the Superintendent.

All advertising proposals must include the following information.

1. A description of the product being advertised.
2. A description of the manner in which the product is to be advertised.
3. A complete description of the obligations of the school and/or district.
4. A complete description of the obligations of the sponsor (value).
5. The length of the agreement.
6. Proposed use of money, service or material received by the school and/or district.

The Board of Education reserves the right to initiate and approve any advertising arrangement.

School-to-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 principals:

1. Consistency with Orange School's academic standards and goals and 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 on the basis of race, color, national origin, religion, sex, sexual orientation, disability, or age, and must be age appropriate for the students involved.

Certain Corporate Support or Activity Prohibited

No corporate support or activity will be permitted in the District or in the schools that:

1. Promotes the use of illicit drugs, alcohol, tobacco, or firearms.
2. Promotes hostility, disorder, or violence.
3. Attacks or demeans any ethnic, racial or religious group.
4. Is libelous.
5. Promotes any specific religion.
6. Promotes or opposes any political candidate or ballot proposition.
7. Inhibits the functioning of any school

District/School Must Control the Curriculum

Orange School District personnel must retain the discretion on how or whether to integrate commercially-sponsored or provided material or programs into the curriculum. Also, school activities shall not be about a commercial sponsor, e.g., students shall not be required to make art projects or write essays primarily about sponsors.

Parents Should Be Consulted

Parents and community members shall be consulted in the decision-making process, and be well-informed about the nature and extent of commercial activity in the schools. Information can be via letter and public announcements in newspapers, school and PTA newsletters, school websites, etc.

Specific Limitations on Advertising

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

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.

Advertising is permitted in yearbooks and event programs.

Advertising is permitted in such supplementary 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.

Information concerning educational activities or opportunities of interest to students and others in the school community, such as flyers and brochures regarding such things as sports camps, music lessons, and tutors, shall be permitted provided that the Principal or designee reviews the material in advance.

Limits on Promotional Information in Curriculum Materials

Neither the Orange 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.

Logos and Sponsorship

All company logos appearing on District property, including logos on materials, supplies, or equipment purchased, rented or leased by or donated to the District shall be for product or sponsor identification purposes only. Logos for sponsor identification purposes shall not be permitted on District property, materials, supplies, or equipment of the purpose of advertising to students. School based personnel shall be the primary decision-makers in the schools regarding whether a sponsor identification logo is for identification or advertising purposes. In determining whether the logo is for identification or advertising, the following criteria should be used:

1. the size and location of the logo
2. the attention drawn to the logo compared with the intended use of the material
3. the age of the students who will view it.

Sponsor Recognition

It is appropriate that corporate sponsors and donors receive recognition for their support. Such recognition can be in the form of the corporate name or a logo for identification purposes on the product or material provided, or a written acknowledgment in an appropriate school publication. In some unique cases, the corporate name can attach to a program. In such cases, the Superintendent's approval will be required.

Prohibited Contracts

Exclusive “pouring rights” contracts with bottling companies are prohibited. Contracts for sales of foods or beverages shall not permit the distribution of free products or vendor related advertising and promotional materials or events.

Definitions

“Advertising” is an oral, written or graphic statement made by the producer, manufacturer, or seller of products, equipment, or services which calls for the public'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 advertising. Also, nothing in this policy is intended to limit announcements, information, or logos of school-related non-profit corporations, such as the PTA or other Parent Teacher Organizations.

“Sponsorship” is an agreement between a school district, an individual, school, or a site-based or parent-based group with an individual group, company or community-based organization in which the sponsor provides financial or resource support in exchange for recognition.

“Partnership” is an agreement between a school or school district 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 reached mutually. Frequently a partnership is less formal than a contractual relationship. The school or school district should not be required by the partnership to sell products to students, expose students to advertisements during school time or place advertising on school property. Partnerships should be of a non-exclusive nature, and should not adversely affect or distract from the instructional mission of the school.

“Sponsored Educational Materials” are educational materials and program developed and/or funded by commercial enterprises, trade organizations, or non-profit organizations with significant corporate backing. These materials are intended for use or distribution in schools, and can be intended for use as either primary or supplemental curriculum.

“Electronic Media” is any type of instruction that happens during school time, or any program shown during school time that requires the use of electronic equipment, such as televisions, video equipment, computers, movie projects, etc.

It is the responsibility of the Superintendent to evaluate and act on all requests of the acceptance and use of material contributions. Superintendent will refer to the Board all advertising issues he/she believes require Board decision. The Superintendent is authorized to arrange for appropriate public acknowledgment and recognition of contributions to the improvement of school programs and facilities.

(cf. 1260 – Educational Foundations)

(cf. 1314 – Soliciting Funds from and by School Personnel)

(cf. [1324](#) – Soliciting Funds from and by Students)

(cf. 1660 – School Business Partnerships)

(cf. [3280](#) – Gifts, Grants and Bequests)

(cf. 3281.1 – Business/Industry/Corporate Involvement in Education)

(cf. [7551](#) – Naming of Facilities)

Legal Reference: Connecticut General Statutes

[7-194](#) Powers.

[10-9](#) Bequests for educational purposes.

[10-21a](#) Accredited courses offered by employers.

[10-21b](#) Programs offered jointly by boards of education and business firms; neighborhood assistance.

Title IX of the Educational Amendments of 1972

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