

POLICY

Queen Anne's County Public Schools

POLICY TITLE: Advertising in Schools	
ADOPTION/EFFECTIVE DATE: AUGUST 1, 2012	
POLICY/PROCEDURE MANUAL SUMMARY CATEGORY: Student Support Services Handbook School-Community-Home Relations Amendment:	

A. Purpose:

To provide a uniform policy for acceptable advertising in the Queen Anne's County Public Schools ("QACPS").

B. Policy Statement:

QACPS, and publications sponsored by the QACPS, 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, school facilities, sporting venues and fields or on school grounds, may be used provided approval has been explicitly granted in writing by the Superintendent of Schools or his/her designee.

C. Definitions:

Advertisement: A promotion for a business, a non-school entity, or a "for-profit" entity that is connected directly or indirectly with the QACPS from which the QACPS receives compensation.

D. Implementation: The Superintendent shall develop Administrative Procedures to implement this policy.

POLICY

Queen Anne's County Public Schools

Acceptable Advertisements

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, school facilities, sporting venues and fields or on school grounds, may be used provided approval has been explicitly granted in writing by the Superintendent of Schools or his/her designee.

Schools may accept commercial products and services which in the view of the Superintendent or designee **do not detract from or undermine** the educational program of the school. When considering the acceptance of commercial products and services, an effort should be made to provide equal opportunity among competitors.

Unacceptable Advertisements

Advertising content deemed unacceptable for distribution within the QACPS includes content inappropriate and unacceptable for the school population in general, in conflict with any policy, procedure, rule or regulation in effect within the QACPS, against the law, or in poor taste as determined by local conventions, including, but not limited to, the following: obscenities, alcoholic beverages, drugs, drug paraphernalia, contraceptives, abortion or anti-abortion services, sexual activity or products, tobacco products, fortune telling, palm reading, mind reading, defamatory falsehoods, and attacks or statements against any persons or group based on race, color, religion, national origin, ethnicity culture, sex or sexual orientation. Included are political, campaign or issue advertisements and political and/or social advocacy advertisements. In addition, advertising is not permitted on school signs, scoreboards, etc. without the explicit written permission of the Superintendent of Schools **or designee**.

Advertising in School-Sponsored Publications

Persons wishing to place advertisements in school-sponsored publications shall first submit proposed advertisements to the student editor, faculty advisor, or teacher assigned to the particular class or publication staff for **initial** review. **Final approval will be made by the building principal.** Advertisements submitted to school-sponsored publications must be appropriate and acceptable for the school population in general.

Advertising in Other Publications

Persons wishing to advertise in non-school sponsored publications, but in publications distributed to students, shall first submit the proposed advertisement for review by the principal or the principal's designee. All such advertisements must be appropriate and acceptable for the school population in general. Approved advertisements may be distributed or announced on school property at times and in areas designated by the principal of the school.