



**POLICY:**

REGULATION: KJ – ADVERTISING IN SCHOOLS

EXHIBIT:

**CORPORATE AND PARTISAN INVOLVEMENT IN SCHOOLS**

When allowing politicians in the school, principals must use discretion and be very careful not to have students exposed to only one set of ideologies. People who could be subject to a lot of controversy should be subject to the approval of the Superintendent.

The posting in schools of notices for shows, exhibitions, concerts, lectures or other entertainment sponsored by organizations outside of the schools shall be left to the discretion of the principal. Such advertising shall be kept to a minimum.

The Division endorses the concept of partnerships and sponsorships with commercial enterprises if they are to be mutually beneficial. School business relationships based on sound principles can contribute to a heightened quality and opportunity of education. However, compulsory attendance confers on schools an obligation to protect the welfare of the student and the integrity of the learning environment. Therefore, when working in partnerships, schools and businesses must ensure that educational values are not distorted in the process.

Positive school-business-partisan relationships should be ethical, fair and structured in accordance with the following principles:

1. Corporate involvement shall not require that students observe, listen to, or read commercial advertising as a condition of involvement. Partnerships shall not exploit students.
2. Corporate involvement must support the goals and objectives of the school. Curriculum and instruction must remain under the purview of educators.
3. Programs of corporate involvement must be structured to meet an identified educational need, not a commercial motive, and must be regularly evaluated by the school for educational effectiveness.
4. Sponsored materials should be held to the same standards for the selection and purchase of regular curriculum materials. (accuracy and completeness, objectivity, commercialism, bias and stereotyping . . . )
5. Corporate involvement should not limit the discretion of schools in the use of materials from other sponsors.
6. Corporate recognition and logos should be for identification, rather than commercial purpose.
7. The expectations of each of each partner shall be clearly defined before entering into a partnership. The duration of the partnership should be specified at the onset.
8. There are to be no partnerships with alcohol and tobacco companies.

APPROVED: April 11, 1998

REVISED: February 2003

SOURCE:

OTHER REFERENCE: