

CHAPTER 11.00 SCHOOL-COMMUNITY RELATIONS AND INTERLOCAL AGREEMENTS

11.04 - Advertising in Schools

POLICY:

1. Advertisements

- (a.) The School Board of Levy County will permit commercial and charitable advertisers to place paid advertising that promotes the advertiser's goods, services or events to the school community. The School Board will also permit commercial and charitable advertisers to place paid advertising that expresses the advertisers' publicized support of the District's schools, students and programs. All advertising, regardless of platform of the advertisement, is restricted to such subject matter.
- (b.) Additionally, to encourage a positive relationship between the school and the community, two types of non-commercial paid advertising will be accepted for publication.
 - 1. Congratulatory and supportive statements for students in advertisements purchased by their parents, family or friends; and
 - 2. Statements of support for the School Board of Levy County schools, students and programs in advertisements purchased by local civic or community organizations.

2. Venues for Advertising

- (a.) By permitting limited advertising in the venues set forth in this policy, the School Board of Levy County does not intend to create a public forum. These venues are not a forum for debate, advocacy or expression of political, religious or other personal viewpoints.
- (b.) Advertising as permitted under the terms of this policy shall only be allowed in the following venues:

(1.) Athletic and Other Extracurricular Venues

Advertising that otherwise complies with the requirements of this policy shall be permitted where athletic programs are conducted, and in programs or other school publications traditionally associated with athletic and other extracurricular activities, (i.e. athletic programs, stadium signage, bulletins, schedules, playbills, etc.).

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(2.) School Sponsored Publications

Advertising that otherwise complies with the requirements of this policy shall be permitted in school-sponsored publications, (i.e., yearbooks, student newspapers and magazines, programs, bulletins etc.).

(3.) School Buildings and School Property

Advertising associated with school-approved fund-raising shall be permitted in school buildings and on school property. Advertising associated with sales through vending machines placed on site in accordance with contracts agreed upon by the School Board of Levy County or the building Principal shall be permitted. Advertising associated with an agreement with an outside party to use the facility shall also be permitted, but only when the outside party is using the facility, and then only in accordance with School Board of Levy County and school-based procedures.

(4.) District Internet and Websites

Advertising utilizing the School Board of Levy County's network and /or any School Board of Levy County website shall be permitted in accordance with the terms of this policy. The School Board website will include a disclaimer, developed by the School Board stating that the advertiser is not affiliated with Levy County Schools and that the advertisement is not an endorsement by the School Board of Levy County or its schools. Advertising on individual school websites and /or the individual school web pages on other websites for fundraising shall only be permitted where expressly authorized by the Superintendent.

(5.) Prohibited Venues

Advertising is prohibited on any Levy County school's public address system during the school day or in any Levy County school bus, and is also prohibited on the School Board of Levy County's automated phone system. However, the use of the public address system to promote school fundraising projects shall be permitted. This policy does not modify School Board Policy 3.11 – Agents, Solicitors, and Salespersons. Electronic mail sent from electronic mail addresses provided by Levy County Schools shall not be used for advertising.

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3. Restrictions on Advertising to Support Educational Mission

- (a.) The School Board of Levy County will maintain editorial control over all venues in which advertisements are permitted. Only those advertisements that meet the substantive criteria set out in this policy and the procedural guidelines established by the Superintendent shall be permitted.
- (b.) All advertising on any District or school website shall include no more than the name, phone number and e-mail or website address of the advertiser, a visual approved in accordance with this policy, and a short message which is limited to promoting goods, services or events, and/or expressing the advertiser's support of Levy County's students, schools and programs. Advertisements shall not express political or other personal viewpoints. Website advertisements may have further restrictions based upon space availability and technological capabilities.
- (c.) All advertisements must comply with all requirements of this policy, including content restrictions and prior approval requirements. The Superintendent may also set forth additional guidelines regarding submission procedures, including but not limited to payment, format of submissions and deadlines for submission.
- (d.) Advertising content shall not
 - (1.) Be false, deceptive or misleading;
 - (2.) Promote unlawful or illegal goods or services;
 - (3.) Imply or declare an endorsement by the School Board of Levy County, staff or students, of any goods or services;
 - (4.) Promote alcohol, tobacco or smoking related products, prescription drugs, or any illegal substance;
 - (5.) Promote or encourage the violation of any school rules or School Board of Levy County policies;
 - (6.) Contain images of information that promotes violence or that may be considered violent or inappropriate to minors;
 - (7.) Promote escort services, dating services or adult entertainment business or establishments;
 - (8.) Contain nudity, sexual or indecent behavior or implication;

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- (9.) Contain profanity or derogatory language about any individual, group of individuals, goods, services or program;
- (10.) Contain threatening, harassing or discriminatory language or symbols;
- (11.) Promote, endorse or advocate any position on political issues or candidates, social or religious issues; or
- (12.) Redirect the viewer of an advertisement on a website to a site that serves the purpose of bypassing the restrictions and requirements set out in this policy, with the exception that redirecting the viewer to an advertisement which, as an incidental part of the advertisement, includes the promotion of alcohol will not be considered a violation of this policy.

4. Approval Requirements

- (a.) All advertising in any way connected with the School Board of Levy County or Levy County's schools, school activities and buildings requires prior approval as described in this policy.
 - (1.) Any advertisement on an electronic media operated by the School Board of Levy County, whether maintained at the District, department or school level, shall be approved by a committee established by the Superintendent. In addressing any conflict of interest issue, members of the committee shall be guided by Section 112.3143, Florida Statute. A copy of the relevant paragraphs of that statute shall be provided to all committee members.
 - (2.) Any advertisement at a school site, at a school activity or in a school publication shall be approved by the Principal/designee.
 - (3.) Any advertisement at an office of service facility operated by the School Board of Levy County shall be approved by the Superintendent/designee.
 - (4.) All such approvals shall be based upon compliance with this policy and the guidelines and procedures established by the Superintendent.
- (b.) The School Board of Levy County will develop a standard contract which advertisers shall be required to execute.

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STATUTORY AUTHORITY: 1001.41 (2), 1001.42 (17), F.S.

LAWS IMPLEMENTED: 1001.42 (9) (15), F.S.

HISTORY: Adopted: 06/17/97
Revision Date(s): 11/17/98, 12/03/02, 7/26/2016
Formerly: