

Policy Code: 2340 ADVERTISING IN THE SCHOOLS

Students and the educational program must be the focus of the school system. In order to maintain an educational environment conducive to learning and to minimize intrusions upon instructional time, advertising for and promotion of commercial products and services are discouraged during the instructional day. School officials shall screen and approve the distribution and display of advertising materials and messages publicized through school media or displayed on school property and at school events.

A. Applicability of Policy

This policy is intended to govern requests to advertise products or services on school grounds or through school publications and electronic media by

1. individuals;
2. non-profit organizations not otherwise permitted to distribute or display materials or messages by policy 2320, Activity of Non-School Groups, Vendors, and Agents, and Representatives in the Schools; and
3. for-profit organizations and businesses.

B. Prohibited Advertisement and Promotional Activities

The Board of Education prohibits advertising, ~~commercial or promotional messages, and other items and materials~~ that (1) is vulgar, indecent or obscene; (2) contain libelous statements, personal attacks or abusive language such as language defaming a person's character, race, religion, ethnic origin, gender, family status, or disability; (3) cause or clearly threaten to cause a material and substantial disruption of a school activity; (4) encourage the commission of unlawful acts or the violation of lawful school rule or regulations; (5) is inappropriate considering the age of the students in the school; (6) includes information that is inaccurate, misleading or false; or (7) ~~advertise if for~~ any product or service not permitted to minors by law.

C. School Forums

Although permitting some advertising within the school system, the Board does not intend to create a public forum or to open school facilities, including its electronic media, print publications, or school facilities, for unlimited access by outsiders and advertising by the general public.

D. Regulations Governing Advertising in the Schools

The Superintendent shall develop regulations governing advertising in the schools subject to Section B above and in accordance with the following guidelines.

~~1. Advertising is permitted in school publications such as yearbooks, school newspapers, newsletters, and event programs. School officials may permit the publication of commercial advertisements for a reasonable fee or an in-kind contribution that advertises or promotes an outside organization's products, programs or services.~~

1. School officials may ~~allow for~~ ~~sell, for a reasonable fee or an in-kind contribution,~~ commercial advertisement space on stadium, athletic and/or gymnasium billboards, banners, or signage ~~or in school publications, such as yearbooks, school newspapers, newsletters, and event programs. Such space may be sold, for a reasonable fee or an in-kind contribution, to for~~ ~~advertisements or promotions of an~~ outside organizations ~~or individuals for the purpose of advertising their~~ products, services, programs or activities.

2. School officials may permit boards, displays or banners that acknowledge donations to or sponsors of a school or the school system.
3. School officials shall prohibit advertising through the school system employee and student e-mail system.
4. School officials shall prohibit commercial advertising on any Edenton-Chowan Public Schools website or web page, including websites or web pages for individual schools. The Superintendent or designee may make exceptions on a case-by-case basis for advertisements on behalf of companies under contract with Edenton-Chowan Public Schools to provide goods or services in connection with approved school fund-raising activities.
5. Advertising in school publications, ~~in~~ **or other** school media, in school facilities and on school property shall be limited to an advertiser's (a) name; ~~brand name, and/or trade name~~; (b) logo; (c) location or place of business and contact information; (d) slogans that identify the advertiser but do not promote it; and (e) products, **services**, programs or ~~services~~ **activities** in a value-neutral description.
6. School officials have discretion to determine whether to use commercially sponsored materials or materials containing commercial advertising in school instructional programs and activities.
7. School officials may accept donations of equipment and supplies that contain advertising messages. However, such donations must comply with the requirements of policy 2300, Gifts and Bequests.

E. Protection of Student Privacy

Collection of student data for marketing purposes is governed by policy 2400, Student Participation in Surveys and Research Studies.

~~Neither the school system nor the school administrators at any school~~ **No school system employees** shall require students to provide marketing information to vendors either through the provision of personal information or through marketing surveys. In addition, neither the school system nor any school **system employee administrator** shall enter into any contract for products or services, including electronic media services, in which students are asked to reveal personal information for collection by the providers of such services **for marketing purposes**. For the purposes of this section, personal information includes, but is not limited to, the student's name, telephone number, e-mail address and home address.

F. Process to Request to Advertise

Any entity or individual interested in advertising ~~or promoting~~ products, ~~and~~ services, **programs, or activities** pursuant to this policy ~~or~~ **and** school system regulations must submit a request to the principal (for advertising specific to an individual school) or to the Superintendent's designee (for system-wide advertising). The principal or Superintendent's designee ~~may~~ **shall decide whether to** approve the advertising ~~request that complies with board policies and regulations~~ and respond within 30 working days.

If the principal or superintendent's designee denies an **advertising** request ~~for approval to advertise a product or service~~, the entity ~~or individual~~ seeking to advertise **has five days to appeal the decision to** ~~may submit a request for~~ the Superintendent ~~to review the decision made by the principal or the~~

~~Superintendent's designee within five working days.~~ The Superintendent shall review the request and make a decision within 10 working days of receiving the appeal request for review. As needed, the Superintendent shall consult with the board attorney concerning a request to advertise.

Any request denied by the Superintendent may be appealed to the Board of Education if the right to an appeal is mandated by [G.S. 115C-45\(c\)](#). A decision as to whether an appeal is mandated by [G.S. 115C-45\(c\)](#) shall be made in consultation with the Board attorney. If an appeal is not mandated by [G.S. 115C-45\(c\)](#), the Board, in its sole discretion, may decide whether ~~or not~~ to review the Superintendent's decision.

Legal References: [115C-36](#), [-45\(c\)](#), [-98](#)

Adopted: December 7, 2021

Amended: June 7, 2022

Edenton-Chowan Schools