

UNIONVILLE- CHADDS FORD SCHOOL DISTRICT

No. 913.1

SECTION: COMMUNITY

TITLE: COMMERCIALISM
IN SCHOOLS AND
ON SCHOOL PROPERTY

ADOPTED: November 17, 2003

REVISED: March 19, 2012

<p>1. Purpose</p> <p>2. Authority</p> <p>SC 510</p> <p>3. Definitions</p>	<p style="text-align: center;">913.1 COMMERCIALISM IN SCHOOLS</p> <p>Commercialism in schools comes in many forms ranging from advertising to selling specific products for fundraisers and business/education partnerships. The policy of the Board shall be to permit selected commercial advertisements, activities or sponsorships when there is benefit to the students or the educational program.</p> <p>The Board recognizes that schools are a non-public forum and as such need to protect students from exploitation as a captive audience, and to stay clear of any distractions, which could impede the educational mission. Except for instruction relating to advertising, students shall not be required to listen to, read, or be subjected to commercial advertising in the classroom or in school-provided materials in curriculum-related activities, except as provided by this policy.</p> <p>Advertisement – Any payment of money or other economic benefit to a school or to the district that requires visual, audio, or video placement of a name, slogan, or product message on a school district property or publication. The term advertisement does not include traditional fundraising activities such as jump-a-thons, magazine sales, or food sales; nor does it apply to outright gifts to which no quid-pro-quo is attached.</p> <p>Sponsorship – Any payment of money or other economic benefit to a school or to the district in exchange for recognition.</p>
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<p>4. Guidelines</p>	<p style="text-align: center;">913.1 COMMERCIALISM IN SCHOOLS</p> <p>List of Student Names A list of students’ names and/or their addresses and telephone numbers may not be released (for commercial purposes). Similarly, participation in any venture that provides a vendor with the information necessary to generate a list is prohibited. Principals and teachers shall protect the confidentiality of student names, addresses, and telephone numbers.</p> <p>Fundraising Solicitation of money by students and school-related groups shall be in accordance with district policy 229. The Board discourages the involvement of students in any door-to-door solicitation.</p> <p>Advertising Permissible advertising includes but is not limited to advertising in yearbooks, sports programs, theatrical promotions, refreshments, special programs, commercial announcements, electronic media, and advertising on any school property. Also included as permissible are promotions such as soup label collection. The Board is aware that district schools are public institutions that are supported by tax dollars and that it is the Board’s duty to protect students from exploitation by private interests and distraction to the educational mission. The Board authorizes the administration to screen and deny any advertising that does not meet the intent of this policy.</p> <p>School publications may accept and publish paid advertising as approved by the Superintendent or his/her designee.</p> <p>Commercial advertisements viewed by students are permitted during television programs, print media or as part of Internet access. The Board also recognizes that commercial advertisements are an integral part of Internet sites and cannot be regulated by the school district.</p> <p>Advertising may be posted to acknowledge donated services, equipment, or facilities in a fashion consistent with the policies and past practices of the Board.</p> <p>Partnership The Board seeks and encourages participation arrangements with area businesses, especially those that are mutually beneficial. The Superintendent shall ensure that the goals of each specific partnership be mutually developed and agreeable. If a particular business wishes to formally sponsor the financial part or all of a specific activity, school officials shall maintain control and management of the activity.</p>
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<p>5. Delegation of Responsibility</p>	<p style="text-align: center;">913.1 COMMERCIALISM IN SCHOOLS</p> <p>Prohibited Commercial Activities Advertising opportunities in the Unionville-Chadds Ford School District will be subject to certain restrictions in keeping with contemporary standards of good taste and will seek to model and promote positive values for our students. Prohibited forms of advertising include but are not limited to those which:</p> <ol style="list-style-type: none"> 1. Promote hostility, disorder or violence. 2. Disparage ethnic, racial, and religious groups. 3. Are libelous. 4. Violate the rights of others. 5. Inhibit the functioning of the school. 6. Override the school's identity. 7. Promote: <ul style="list-style-type: none"> • Gambling • Alcoholic beverages • Tobacco products • Political candidates, parties or organizations • Products or services which advocate the use of drugs • Firearms • Adult-themed entertainment • Religion or religious organization 8. Anything deemed contrary to the mission of UCFSD <p>All materials or activities proposed by outside sources for student or staff use or participation shall be reviewed by the Superintendent or his/her designee on the basis of:</p> <ol style="list-style-type: none"> a. Educational value to the total school program b. Benefit to students c. Equity among the schools in the district d. Benefit to the residents e. Past practices f. Appropriateness for the entire community <p>References: School Code – 24 P.S. Sec. 510 Board Policy - 229</p>
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