

ADVERTISING IN THE SCHOOLS

Alexandria City Public Schools (ACPS) has an important interest in avoiding the impression that it has endorsed any particular business, establishment, service, product or any position or viewpoint, particularly any that may be at variance with its educational program.

All ACPS school facilities, property and publications are intended for and are for the exclusive use of ACPS and its authorized designees for the public purposes associated with education, athletics, community recreation and community activities and entertainment permitted by law. School facilities, property or publications are not intended to be a public forum for expression of any commercial or other messages as a result of this Policy or otherwise.

Definitions:

Advertisement - any visual or audio placement of a name, slogan, or message on ACPS property, publications or broadcasts (including without limitation those promoting any goods, services, products, organizations as well as commercial or promotional messages) in return for payment of money or other economic benefit.

Except as otherwise expressly permitted and approved pursuant to ACPS policy including Policies JL and KQ

- advertisements may not be published, posted or displayed on or in school property, publications or facilities; and
- neither the facilities, nor the staff, nor the students of any school may be employed in any manner for advertisement.

Signage

Individual schools may not endorse or imply endorsement of any product or service. All requests for endorsement must be directed to the Superintendent or Superintendent's designee. Signs shall be allowed only as expressly permitted by Policies JL and/or KQ.

Publications

ACPS recognizes that the production and dissemination of school publications such as a playbill is directly related to its educational mission. At the same time, ACPS recognizes that those publications are supported in part by revenues obtained from advertisements placed by individuals and businesses in the community. Advertisements, subject to ACPS' control under the terms of this Policy, may be placed for the sole purpose of providing financial support for the creation of school publications or associated activities, such as using advertising in a playbill to offset the costs of producing the play.

For the purposes of this Policy, the term "publications" does not include websites, webpages, blogs, and other online fora.

In order to solicit and publish advertisements for school publications, school organizations must secure approval from the school principal or designee, provided that no such advertisements may

48 be permitted except as are consistent with the terms and conditions of this Policy, and the Criteria
49 for Advertisements set forth below. If there is need for policy clarification, the principal shall
50 consult with the Superintendent or authorized designee.

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52 **ACPS Criteria for Advertisements**

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54 The following guidelines must be used in reviewing advertisements, and no advertisements may
55 be published or allowed unless they satisfy the following criteria and are approved pursuant to this
56 policy or Policy KQ:
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- 58 1. No advertisements may be permitted which would result in a violation of any laws of the
59 United States of America, the Commonwealth of Virginia, or the City of Alexandria,
60 Virginia, or the Constitution of the United States of America or the Constitution of the
61 Commonwealth of Virginia.
62
- 63 2. No advertisements may be permitted which directly or indirectly promote drugs, drug
64 paraphernalia, tobacco products, alcoholic beverages, marijuana, gambling, or any
65 products, services or activities which are illegal or inappropriate for minors or a school
66 community audience. Nor shall commercial establishments whose primary source of
67 revenue is the sale of intoxicants be permitted to advertise in the schools or in school
68 publications.
69
- 70 3. No advertisements may be permitted which are defamatory, libelous, factually inaccurate,
71 vulgar, racially, sexually or ethnically offensive, or which contain pornographic, explicit
72 or inappropriate sexual content. It is recognized that school officials may exercise wide
73 latitude in prohibiting material which, though not obscene, because of its sexual content is
74 deemed inappropriate for minors.
75
- 76 4. No advertisements may be permitted which promote a political candidate or candidate for
77 public office, or which express views or positions on an issue of public concern or
78 controversy. This is not intended, however, to prevent publication of advertisements by
79 individuals or groups which merely congratulate or recognize students, teachers, school
80 groups, teams or activities for a meritorious activity or achievement.
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83 Adopted: November 21, 1996
84 Revised: December 16, 2004
85 Revised: April 16, 2009
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88 Legal Ref.: Code of Virginia, 1950, as amended, section 22.1-78
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90 Cross Ref.: DJG Vendor Relations
91 KF Distribution of Information/materials
92 KGA Sales and Solicitations in Schools
93 KQ Commercial, Promotional and Corporate Sponsorships and
94 Partnerships

ADVERTISING IN THE SCHOOLS

Generally

Alexandria City Public Schools (ACPS) has an important interest in avoiding the impression that it has endorsed any particular business, establishment, service, product or any position or viewpoint, particularly any that may be at variance with its educational program.

All ~~Alexandria City Public Schools (ACPS)~~ school facilities, property and publications are intended for and are for the exclusive use of ACPS and its authorized designees for the public purposes associated with education, athletics, community recreation and community activities and entertainment permitted by law. ~~Under no circumstances shall any School facilities, property or publications~~ are not be intended to be or considered to create or establish any open, limited, or other a public forum for expression of any commercial or other messages as a result of this Policy or otherwise.

~~In addition, ACPS has an important interest in avoiding the impression that it has endorsed any particular business, establishment, service, product or any position or viewpoint, particularly any that may be at variance with its educational program.~~

Definitions:

Advertisement - ~~For these reasons, A~~any visual or audio placement of a name, slogan, or message on ACPS property, publications or broadcasts (including without limitation those promoting any goods, services, products, organizations as well as commercial or promotional messages) in return for payment of money or other economic benefit. ~~to ACPS (hereinafter "advertisements")~~

~~Advertisements may not be published, posted or displayed on or in school property, publications or facilities except as expressly permitted by this Policy and Policies JL, KI and/or KQ.~~

Except as otherwise expressly permitted and approved pursuant to ACPS policy including this Policy and/or Policies JL and KQy-KQ,

- advertisements may not be published, posted or displayed on or in school property, publications or facilities; and
- neither the facilities, nor the staff, nor the students of any school may be employed in any manner for advertisement, advertising.

Signage

Signage constituting advertising shall be neither permanently affixed to a facility, wall or fence, building, or other school structure nor in place for an unlimited duration. Individual schools may not endorse or imply endorsement of any product or service. All requests for endorsement must be directed to the sSuperintendent or sSuperintendent's designee. Signs shall be allowed only as expressly permitted by Policies JL, ~~KI~~ and/or KQ.

Publications

Commented [1]: The VSBA model policy is very short, this is essentially and ACPS policy

Commented [2]: I would support shortening this. I think this policy should also state that Policy KQ covers sponsorships.

Commented [3]: Trimmed what we could and added breadcrumbs

Commented [4]: Rewritten to improve clarity.

Commented [5]: Moved up to clarify the intent of the policy.

Commented [6]: Moved the definition of advertisement to the Definitions section.

Commented [7]: Reorganized content into bullets to improve readability.

Commented [8]: Struck as this is redundant with other policies

48 ACPS recognizes that the production and dissemination of school publications such as a playbill is
49 directly related to its educational mission. At the same time, ACPS recognizes that those
50 publications are supported in part by revenues obtained from advertisements placed by individuals
51 and businesses in the community. ~~and therefore, Advertisements, subject to ACPS' subject~~
52 ~~ACPS' control under the terms of this Policy, may be desirable-placed~~ for the sole purpose of
53 providing financial support for the creation of school publications or associated activities, such as
54 using advertising in a playbill to offset the costs of producing the play.

Commented [9]: Reworded to clarify that intent of advertising is to offset the costs of activities.

57 For the purposes of this Policy, the term "publications" does not include websites, webpages, blogs,
58 and other online fora.

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61 secure approval from the school principal or designee, provided that no such advertisements may
62 be permitted except as are consistent with the terms and conditions of this Policy, and the Criteria
63 for Advertisements set forth below. If there is need for policy clarification, the principal shall
64 consult with the Superintendent or authorized designee.

66 ACPS Criteria for Advertisements

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74 Virginia, or the Constitution of the United States of America or the Constitution of the
75 Commonwealth of Virginia.
- 76
77 2. No advertisements may be permitted which directly or indirectly promote drugs, drug
78 paraphernalia, tobacco products, alcoholic beverages, marijuana, gambling, "X" or "R"
79 rated movies, birth control products or services, or any products, services or activities
80 which are illegal or inappropriate for minors or a school community audience. Nor shall
81 commercial establishments whose primary source of revenue is the sale of intoxicants be
82 permitted to advertise in the schools or in school publications.
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84 3. No advertisements may be permitted which are defamatory, libelous, factually inaccurate,
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91 public office, or which express views or positions on an issue of public concern or
92 controversy. This is not intended, however, to prevent publication of advertisements by
93 individuals or groups which merely congratulate or recognize students, teachers, school
94 groups, teams or activities for a meritorious activity or achievement.

Commented [10]: Struck as these are not called out in other policies and may be dated. The remaining items are consistent with prohibitions in other policies.

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