

BLOOMFIELD PUBLIC SCHOOLS
Bloomfield, Connecticut

ADMINISTRATIVE REGULATION

No. 1325(a)

RE: Community Relations
Advertising and Promotion

Adopted: June 13, 2017

Restrictions on Advertising

The following restrictions shall apply to all advertising. Advertising shall not:

1. Promote hostility, disorder or violence.
2. Attack ethnic, racial or religious groups.
3. Discriminate, demean, harass or ridicule any person or group of persons on the basis of gender or sexual orientation.
4. Be libelous or slanderous.
5. Inhibit the functioning of the school and/or school district.
6. Override the school/school district identity.
7. Promote, favor or oppose the candidacy of any candidate for election, adoption of any bond/budget issues or any public questions submitted at any general or municipal election.
8. Be obscene or pornographic as identified by prevailing community standards throughout the district.
9. Promote the use of drugs, alcohol, tobacco, firearms, or certain products that create community concerns.
10. Promote any religious or political organization.
11. Use any district or school logo without prior approval.

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Disclaimer

The inclusion of advertisements in school district publications, in school district facilities, or on school district property does not constitute approval and/or endorsement of any product, organization or activity.

Permission

Any proposed advertising must be approved in advance in writing by the superintendent or his/her designee. Size and appearance of plaque must not be larger than 11 inches x 14 inches for advertising in school buildings.

All advertising proposals must include the following information:

1. A description of the product being advertised.
2. A description of the manner in which the product is to be advertised.
3. A complete description of the obligations of the school and/or district.
4. A complete description of the obligations of the sponsor (value).
5. The length of the agreement.
6. Proposed use of money, service or material received by the school and/or district.

The superintendent or his/her designee reserves the right to initiate and approve any advertising arrangement

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Funds Management

Each entity must submit an annual report concerning advertising revenues and how they were utilized to the superintendent or designee.

For purposes of this section advertising revenues are defined as any money, service or material received by the school and/or district in return for allowing the advertising.

In general, revenue shall be used for purposes(s) stated in the application.

Advertising revenue is not to be used to supplant the financial obligations of the town/city to fund the operation of the public schools. Advertising revenue is to be used to fund programs, activities, or services that go above and beyond the recurring expenses necessary to maintain the school system.

All advertising must be consistent with state, district, and school academic standards and goals. Further, all advertising activity must be consistent with district policies prohibiting discrimination on the basis of race, color, natural origin, gender, sexual orientation, disability, or age and must be age-appropriate for the students involved in viewing such advertisements.