

BLOOMFIELD PUBLIC SCHOOLS
Bloomfield, Connecticut

POLICY

No. 1325(a)

RE: Community Relations
Advertising and Promotion

Adopted: June 13, 2017

Revenue enhancement through a variety of district-wide and district-sponsored marketing activities, including but not limited to advertising, corporate sponsorship, signage in or on district facilities, etc., is approved by the board of education (board). The board may approve such opportunities subject to certain restrictions in keeping with the contemporary standards of good taste and community values. Advertising will model and promote positive values for district students through proactive educational messages and not be simply traditional advertising of a product. Preferred advertising includes messages encouraging student achievement and high standards of personal conduct.

All sponsorship contracts will allow the district to terminate the contract on at least an annual basis, if it is determined that it will have an adverse impact on implementation of curriculum or the educational experience of students.

The revenue derived from such advertising should (1) enhance student achievement; (2) assist in maintenance of existing district athletic and activity programs; and (3) provide scholarships for students participating in athletic, academic, and activity programs, who demonstrate financial need and merit.

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No. 1325(b)

**RE: Community Relations
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Appropriate opportunities for marketing activities include but are not limited to:

1. Fixed signage.
2. Banners.
3. District-level publications.
4. Television and radio broadcasts.
5. Athletic facilities, including gymnasiums and fields.
6. District-level projects.
7. Individual school publications.

Advertising shall not be permitted in classrooms.

In seeking revenue enhancement, the following restrictions will be in place. Revenue enhancement activities will 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/referendum issues, or any public question submitted at any municipal, state or federal election.
8. Be obscene or pornographic, as defined 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 organizations;
11. Use any district or school logo without prior approval.

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Legal references:

Connecticut general statutes

7-194 powers.

10-9 bequests for educational purposes.

10-21a accredited courses offered by employers.

10-21b programs offered jointly by boards of education and business firms; neighborhood assistance.

Federal statutes:

Title IX of the Educational Amendments of 1972.

Family Educational Rights and Privacy Act – 20 U.S.C. Sec. 1232g.

Protection of Pupil Rights Act – 20 U.S.C. Sec. 1232h.