

Wissahickon School
District
Ambler, Pennsylvania 19002

SECTION: COMMUNITY
TITLE: Commercial Activities

FIRST READING: June 12, 2006
SECOND READING: June 26, 2006
ADOPTED: June 26, 2006
REVISED:

I. **Purpose**

The Board recognizes that public schools provide a potential market for commercial activities. Therefore, it is important that the District protects students and parents from exploitation and ensures that commercial activities do not interfere with the educational program. 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.

II. **Definition**

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.

Sponsorship – Any payment of money or other economic benefit to a school or to the District in exchange for recognition.

Exclusive Rights Contract – Any payment of a premium or provision of some economic benefit to a school or to the District for the right to be a sole provider of a service or product. This term includes limited exclusive rights contracts where more than one provider may supply the same or similar service or product.

Purchase of Goods and Services – Purchase of services or goods by the District for a product or service required by the District.

III. **Delegation of Authority**

The Superintendent or his/her designee shall prepare guidelines to implement this policy in accordance with applicable law.

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ADMINISTRATIVE GUIDELINES

Advertisements

Advertisements, as defined by this policy, shall be allowed if they fit one or more of the following categories, and are approved by the Superintendent or his/her designee.

- Paid advertisements in student publications or other District publications.
- Instructional aids furnished by private sources when the advertising is reasonable, non-intrusive, and not inherent to the content; such instructional aids must be used in a manner that is consistent with the District's policies and practices related to curriculum and instruction, controversial issues, and the use of District property.
- Signs on athletic fields that meet the municipality's sign code.
- Advertising in the program for an extra-curricular activity.
- A pro-school advertisement for an organization approved by the Board.
- The display of product names on vending machines that have been placed in the school for the use of student, staff, and the public at secondary schools and other District facilities (vending machines with product names may only be placed in staff rooms at elementary schools).
- Incidental advertisements that appear in District media vehicles.
- Other advertisements approved by the Board.

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Sponsors

The Board encourages District staff to seek sponsorships to help support District programs and services, but no sponsorship agreement shall require that the District's programs and services be delivered in a specific manner. All sponsorships must receive the prior approval of the Superintendent or his/her designee.

A sponsor may be acknowledged in District publications. The acknowledgement should be tasteful and not minimize or take away from the District's role or responsibility for the activity or service.

Exclusive Rights Contracts

The Board may from time to time consider the approval of an exclusive rights contract if it will result in substantial benefit to the District, its schools and their respective students, and is consistent with the District's mission, policies, and goals. The Board's consideration of such benefit may include but is not limited to the impact on students, as well as the amount of funds that will be generated, how the funds will be used, and what alternative sources of funding are available.

All such contracts must be issued in conformance with purchasing procedures established by law and Board policy. Only those sites approved by the Board shall participate in an exclusive rights contract.

Exclusive rights contracts shall not include provisions that would allow marketing activities, including advertising, to take place in District classrooms, hallways, or lunchrooms, except that vending machines may display product names.

Prior to approving an exclusive rights contract, the Board shall determine whether the substantial benefit of the contract justifies the required advertising, sale of products, or other contract provision.

Purchase of Goods and Services

From time to time the District may contract for goods and services, particularly in its food service program, where the display of product names is necessary. Such arrangements shall be issued in conformance with purchasing procedures established by law and Board policy, and be necessary to the economical use of the good or service, and shall not include provisions

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that would allow marketing activities, including advertising, to take place in District facilities other than where the product is being utilized.

Prohibited Commercial Activities

The above policy notwithstanding, no commercial activity as defined or allowed by this policy shall endorse the use of tobacco, alcohol, illegal drugs or weapons; contain vulgar and plainly offensive, obscene, or sexually explicit language; advocate the violation of law or District policy; advance any religious or political organization; promote, favor, or oppose a candidate for elected office or a ballot measure; be associated with any company or individual whose actions are inconsistent with the District's mission and goals or community values; or otherwise be in violation of law.

The District shall provide no personally identifiable data about a student to the sponsor of a commercial activity without the consent of a parent. Likewise, no student, in order to participate in a school program or school-sponsored activity, shall be required to provide personally identifiable data to the sponsor of a commercial activity without the consent of a parent.

Students shall be prohibited from completing any survey or questionnaire that is designed to provide marketing information to a vendor or business about their interests and preferences for a particular vendor, business, or product.

Any commercial activity allowed by this policy shall be respectful of all people without regard to their disability, race, color, gender, national origin, ethnicity, sexual orientation, age, religion, marital status, socioeconomic status, cultural background, familial status, physical characteristics, or linguistic characteristics.

Other Activities

The Board recognizes that certain reputable businesses can provide valuable educational opportunities to high school students. Any such proposal must be approved by the high school principal prior to the distribution of pertinent information.