

School Board property including equipment and buses shall not be used for advertising or otherwise promoting the interests of any commercial, political, or private interest nor shall School Board employees or students be employed in such a manner. The following are exceptions:

1. School officials, with the Superintendent's approval, may cooperate with any governmental agency in promoting activities in the general public's interest or may cooperate in furthering the work of any non-profit community-wide social service agency, provided that such cooperation does not restrict or interfere with the educational program of the school and is non-partisan and deemed non-controversial.
2. A school may use film or other educational materials which contain advertising. The film or material shall be carefully evaluated by the school principal to determine whether the film or material has educational value.
3. The Superintendent may announce or authorize to be announced any lecture or community activity of particular educational merit.
4. Demonstrations of educational materials and equipment shall be permitted with the principal's approval.
5. A school group(s), when scheduling permits, may participate in or perform for a political function by parading or playing, provided it is a community rally and the service is available upon request to all candidates, scheduling permitted.
6. Schools may utilize athletic fields and facilities, gymnasiums, cafeterias, auditoriums and other common areas for commercial advertising to support school programs. The content and form of such advertising shall be subject to the prior approval of the principal. Approved advertising must be in good taste, appropriate for family viewing in a school environment, and compatible with community standards, as determined by the principal in the exercise of his or her judgment and discretion. Advertising shall not be allowed if:
 - (a) It contains obscene material or is inappropriate for family viewing in a school environment;
 - (b) It promotes products that are unlawful for minors to purchase or use, or businesses that are unlawful for minors to patronize;
 - (c) It is political or proselytizing;
 - (d) It would be inconsistent with School District policies or contrary to law; or
 - (e) It would tend to disrupt the school environment.

In no event shall the approval of advertising constitute the school or School District's endorsement of any advertiser, product or activity. Money collected from these commercial advertisements shall be deposited into the proper internal account. Signage shall be erected pursuant to the applicable building code.

7. For signs erected at athletic fields, the area of the sign face shall not exceed 640 square feet, and for signs and message boards in gymnasiums, the area of the sign or board face shall not exceed 60 square feet.
8. A school, with the principal's approval, may give credit to business partners, organizations, or individuals for providing support for school functions or publications through small, business-card style advertisements.
9. The sale of advertisements in school newspapers, yearbooks, sports programs, planners, and websites, or similar publications, shall be permitted.
10. The Superintendent may adopt procedures and guidelines for the application of this rule.

STATUTORY AUTHORITY:

1001.41, F.S.

LAWS IMPLEMENTED:

1001.42, F.S.

HISTORY:

ADOPTED: 08/18/98

REVISED: 09/14/10

03/08/05