

CHAPTER 9.00 - SCHOOL-COMMUNITY RELATIONS AND INTERLOCAL AGREEMENTS

9.05

ADVERTISING IN SCHOOLS

POLICY:

School facilities shall not be used for advertising or otherwise promoting the interests of any commercial, political, or other non-school agency; or individual organization; nor shall School Board employees or students be employed in such a manner. Advertising on school buses shall be prohibited. 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 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 for classroom use to determine whether the film or material contains undesirable propaganda.
- (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.
- (6) A school group(s) may be used for school activities, civic programs, and community benefit programs.

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- (7) Secondary schools may utilize the inside fence of football and baseball fields for commercial advertising to support school programs. The principal shall maintain approval rights on the content and form of such advertising. Money collected from these commercial advertisements shall be deposited into the proper internal account or appropriate booster organization account.

STATUTORY AUTHORITY: 1001.41(2), F.S.

LAWS IMPLEMENTED: 1001.42, F.S.

History:

Adopted: January 14, 1999 Revision Date(s): September 12, 2006 Formerly:
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