

### **ADVERTISING IN THE SCHOOL**

Neither the facilities, the name, the staff, nor the children of the Seacoast Charter School, nor any part thereof shall be employed in any manner for advertising or otherwise promoting the interests of any commercial or other non-school agency or organization, except that;

The school may cooperate in furthering the work of any non-profit, community-wide social service agency, provided that such cooperation does not restrict or impair the educational program of the school.

The school may use films or other educational materials bearing only simple mention of the producing or sponsoring firm.

The school may participate in radio or television programs under acceptable commercial sponsorship when such participation is supplementary or beneficial to the program of the school.

The Head of School may, at his/her discretion, announce or authorize to be announced, any lecture or other community activity of particular educational merit.

The schools may, upon approval of the Head of School, cooperate with any governmental agency in promoting activities in the general public interest which are non-partisan and non-controversial and which promote the education or the best interests of the pupils.

Promotional literature will not be distributed through the schools except for recognized educational and youth-oriented organizations.

The Board of Trustees recognizes that marketing activities, including advertising and corporate sponsorship arrangements, can provide a potential source of additional revenue for the district which could enhance student achievement; assist in the maintenance and/or expansion of music/art and activity programs; and otherwise assist the district in continuing to provide high quality services.

Among venues and media that may be considered for advertising and corporate sponsorship programs are signage, district and/or school level publications, banners, email and Internet web sites or any other means approved by administration.

DATE: 10/2/19  
Adopted: 5/10/16  
Reviewed: 10/19  
Revised: 10/19  
Cancellation:

**Restrictions**

All advertising and corporate sponsorship programs will be subject to certain restrictions in keeping with community values and contemporary standards of good taste and will seek to model and promote positive values for students. To that end, such programs may not:

1. Promote the use of controlled substances, alcohol, tobacco, firearms, or other products or services that constitute violations of law or of district policies
2. Promote hostility, disorder or violence, or attack any ethnic, racial or religious group
3. Promote, favor or oppose the candidacy of any person for election or any ballot issue submitted at an election
4. Advance any religious or political organization or point of view
5. Detract from the mission and educational goals of the Seacoast Charter School
6. Use the school logo or links to the SCS homepage without prior approval from the Head of School
7. Exploit students and/or district staff members (e.g., no students or staff members subjected to sales pitches or used as sales agents)
8. Require minimum sales quotas

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