

Book	Policy Manual
Section	900 Community
File	Nonschool Organizations/Groups/Individuals
Code	913
Status	Active
Adopted	December 17, 2019
Last Revised	November 15, 2022

NOTE: It is important to distinguish that Policy 913 only applies to requests from nonschool organizations, groups and individuals; in contrast,

- *Requests from students to personally disseminate materials shall be governed by Policy 220. Student Expression/Dissemination of Materials.[1]*
- *Requests from nonschool organizations, groups and individuals involving activities or school-related information and materials that are integrated with or presented as a part of the district's curriculum or an approved school event or student organization shall be approved and governed by Board policies related to curriculum and student activities.[2][3][4]*

Purpose

The Board recognizes that nonschool organizations, groups and individuals may wish to utilize the district and its resources as a means to engage the school community in activities and/or to disseminate nonschool materials. The Board directs that requests for such utilization from nonschool organizations, groups or individuals shall be governed by this policy.

Authority

The Board recognizes that the school community may benefit from receiving information from nonschool organizations, groups and individuals, provided the dissemination of such information does not interfere with the educational program of the schools. The district's primary responsibility shall be to maintain a safe and orderly school environment and to protect the rights of all members of the school community.

The Board prohibits dissemination of nonschool materials for the purposes of advertisement or promotion by nonschool organizations, groups or individuals during instructional time or at school-sponsored locations or activities not otherwise open to nonschool organizations, groups or individuals. [5][6]

Limitations on Dissemination of Nonschool Materials

Dissemination of nonschool materials shall be prohibited to the extent that they:

1. Violate federal, state or local laws, Board policy or district rules or regulations;
2. Are defamatory, obscene, lewd, vulgar or profane;
3. Advocate for the use or advertise the availability of any substance or material that may reasonably be believed to constitute a direct and serious danger to the health or welfare of students, such as tobacco/vaping products, alcohol or illegal drugs;

4. Incite violence, advocate use of force or threaten serious harm to the school or community;
5. Materially and substantially disrupt or interfere with the educational process, such as school activities, school work, discipline, or safety and order on school property or at school functions;
6. Interfere with, or advocate interference with, the rights of any individual or the safe and orderly operation of the schools and their programs; or
7. Violate written district administrative regulations or procedures on time, place and manner for dissemination of otherwise protected expression.

Definitions

For purposes of this policy, **dissemination** shall mean nonschool organizations, groups or individuals distributing or publicly displaying nonschool materials to others:

1. On school property or during school-sponsored activities by placing such materials upon desks, tables, on or in lockers, walls, doors, bulletin boards, or easels; by handing out such materials to other persons; or by any other manner of delivery to others; or
2. At any time or location when creating, posting or sending information using technical or digital resources owned, provided or sponsored by the school district.

Nonschool organizations, groups or individuals shall mean those entities that are not part of the school program, school-sponsored activities, or organized pursuant to the Pennsylvania School Code or Board policy.

When an employee or school director acts on their own behalf or on behalf of a nonschool organization or group, the employee or school director shall be considered **a nonschool organization, group or individual** for purposes of this policy.

Students shall be governed by a separate and distinct Board policy regarding student expression and dissemination of materials.[1]

Nonschool materials shall mean any printed, technical, digital or written materials, regardless of form, source or authorship, that are not prepared as a part of the curricular or approved extracurricular programs of the district.

Delegation of Responsibility

The Superintendent or designee shall develop administrative regulations to implement this policy.

Guidelines

Nonschool Materials

The Board requires that nonschool organizations, groups or individuals who wish to disseminate nonschool materials on school property or through district resources shall submit them to the building principal. The building principal shall inform the Superintendent or designee of requests received from nonschool organizations, groups and individuals.

Requests for dissemination of nonschool materials through district social media channels shall be addressed through Board policy on district social media.[7]

The Board directs that the review and consideration of any activities or nonschool materials requested under this policy shall not discriminate on the basis of content or viewpoint.

If approval is granted by the building principal, the nonschool organization, group or individual shall comply with Board policy and administrative regulations, and the district's time, place and manner restrictions for dissemination of materials.

Materials issued by nonschool organizations, groups or individuals shall not be disseminated during instructional time or school-sponsored activities.

Nonschool Activities

Activities sponsored by nonschool organizations, groups or individuals shall not occur during instructional time or school-sponsored activities.

Requests by nonschool organizations, groups or individuals to invite or promote student participation in nonschool activities shall comply with Board policy and administrative regulations on dissemination of nonschool materials.

Fundraising

Fundraising by nonschool organizations, groups or individuals is prohibited on school property or in the name of the school.[8]

Where activities or materials otherwise comply with this policy and administrative regulations, fundraising activities may be announced.

Directory information for students or staff members shall not be released to nonschool organizations, groups or individuals that seek this information for the purpose of fundraising.[9]

Scholarships/Awards

The Board is appreciative of the generosity of organizations that offer scholarships or awards to deserving students; but, in accepting such offers, the Board directs that established criteria be observed.

No information, either academic or personal, shall be released from a student's record for the purpose of selecting a scholarship or award winner without the permission of the student who is eighteen (18), or the parents/guardians of a student who is younger, in accordance with the Board's policy on student records.[9]

The scholarship or award, and any pertinent restrictions, shall be approved by the Board.

All pertinent information regarding the scholarship or award shall be submitted for review by the Superintendent or designee prior to the date on which it is to be presented.

Travel Services/Foreign Trips

Solicitation and sale of travel services for foreign trips to students may be permitted with the approval of the Board.

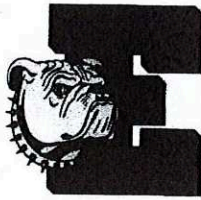
Sellers of travel services to students must meet the following criteria:

1. Belong to an association of certified sellers of travel.
2. Provide proof of insurance.
3. Submit references.
4. Provide proof of a performance bond.

5. Include in all information provided to students and parents/guardians that use of tobacco/vaping products, alcohol and controlled substances will be prohibited.
6. Include in all information provided to students and parents/guardians that the activity is not a school-sponsored event.

Legal

1. Pol. 220
2. Pol. 105
3. Pol. 122
4. Pol. 230
5. 24 P.S. 510
6. 24 P.S. 511
7. Pol. 816
8. 24 P.S. 775
9. Pol. 216
- 24 P.S. 779
- Pol. 113.4
- Pol. 907



Book	Policy Manual
Section	700 Property
Title	District Facilities Advertising
Code	707.2
Status	Active
Legal	<u>1. 24 P.S. 510</u> <u>2. 24 P.S. 511</u> <u>3. 24 P.S. 775</u> <u>4. 65 Pa. C.S.A. 1101 et seq</u> <u>5. 20 U.S.C. 1232h</u>
Adopted	December 3, 2014

Purpose

The Board recognizes the sale of advertisements in district regulated facilities can serve as an important source of revenue enhancement. It is the objective of this policy to establish parameters for such advertisements.

The inclusion of advertisements in district publications, in district facilities, or on district property does not constitute or imply approval and/or endorsement of any product, service, organization, or activity.

Authority

Any and all advertisement signs and/or the content thereof are subject to the approval of the Board in accordance with the requirements of this policy and any administrative procedures and practices established pursuant thereto.[1][2][3]

Delegation of Responsibility

Except as otherwise set forth herein, the Superintendent or designee shall have the authority to review and approve, consistent with the guidelines set forth herein, all advertising agreements that are valued at less than \$2,500 in annual consideration. All advertising arrangements valued at \$2,500 or more in annual consideration shall require Board approval.

Definitions

Advertisement - any payment of money or other economic benefit to the district for the display of a commercial message that requires visual, audio, or electronic placement of a name, slogan, or product message on district property or in a district publication. The term advertisement includes only messages that objectively convey the sale of a product or service. The term

advertisement does not include traditional fundraising activities by school groups or school-related groups, nor does it apply to outright gifts to which no quid pro quo is attached. The term advertisement also does not include a student's distribution of written materials. Student distributions are governed by Board Policy 220. The distribution of non-advertisement materials by non-school organizations is governed by Board Policy 913.

Commercial speech - messages that objectively convey only the sale of a product or service.

Guidelines

The Board will approve guidelines for advertisements, the advertising fees, locations for advertisements, and acceptable materials to be used in advertisements displays. Advertisement displays will be permitted only pursuant to a written agreement to be developed between the advertiser and the Superintendent or designee. Within the parameters set by the Board, the Superintendent or designee shall have authority over the placement of individual advertisements. **All advertisements must clearly communicate that the Easton Area School District does not endorse the organization.** Also, the advertiser must comply with the guidelines set by the Board.

No advertising arrangement shall result in a direct pecuniary benefit to any district employee or School Board member, member of their immediate family, or business with which they are associated, in violation of the Pennsylvania Public Official and Employee Ethics Act.[4]

Student Marketing Surveys and Protection of Student Privacy

1. Students shall not be required under any circumstances to fill out surveys to provide marketing information about their interests and preferences for particular vendors, businesses, and products.[5]
2. A list of students' or parents'/guardians' names, addresses, email, or telephone numbers may not be released by the district for the purpose of advertising brand name products or telemarketing. Similarly, participation in any venture that provides any vendor with the information necessary to generate a list is prohibited.

Designated Fora

This Policy shall apply to those areas, property, or media specifically designated by the Superintendent or designee. Designated locations for advertising shall abide by the specific restrictions in place, size, and content not inconsistent with this Policy. Specific areas for advertising shall be published as deemed appropriate by the Superintendent or designee. All fora so designated are opened for the expressed and limited subject matter of commercial speech. No space will be allowed, under this policy, for speech that is non-commercial in nature. The Superintendent or designee shall have discretion to review and approve advertisement arrangements, consistent with the following guidelines:

1. All advertisements must be consistent with the guidelines developed by the Board.
2. All advertisements must contain only commercial speech, as defined by this Policy.
3. No advertisement shall promote or contain references to alcohol, tobacco, drugs, drug paraphernalia, weapons, or lewd, vulgar, obscene, pornographic or illegal materials or activities or violence.
4. No advertisement may contain libelous material.
5. No advertisement may be approved which would tend to create a substantial disruption in the school environment or inhibit the functioning of any school.
6. No advertisement shall be false, misleading or deceptive.

7. Advertising may be prohibited for any and all reasons that are reasonably related to a legitimate pedagogical concern.

All proceeds from the sale of advertising must be deposited into the Easton Area School District General Fund.

Procedures

All persons and organizations wishing to use facilities to advertise in accordance with this policy must submit a written application and be approved by the Superintendent or designee.

The request to advertise must be consistent with Board guidelines.

Approval for advertising shall be evidenced by the issuance of a written sign permit to the applicant. The permit will incorporate by reference all terms of this policy and will include any additional terms and conditions included in the approval or otherwise deemed appropriate.

Any permit shall be subject to termination and revocation without cause at the complete discretion of the district without liability or financial penalty of any kind.



Book	Policy Manual
Section	7000 - Property
Title	District Facilities/Website Advertising
Code	7012
Status	Active
Adopted	February 8, 2017

Purpose

The Board recognizes the sale of advertising in district-regulated facilities can serve as an important source of revenue enhancement. It is the objective of this policy to establish parameters for such advertising. This policy shall also cover paid advertising which is included on the district website or any other venue where such paid advertising would be directed primarily to members of the public.

Authority

Any and all advertising signs and/or the content thereof are subject to the approval of the district in accordance with the requirements of this policy and any administrative procedures and practices established pursuant thereto.[1][2][3]

No advertising regulated under this policy shall be associated in any way with the sale of tobacco and smoking devices, alcohol, illegal drugs, or weapons; contain vulgar or 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 otherwise in violation of law; invade the privacy of any person; infringe intellectual property rights; or materially and substantially interfere with or be disruptive to the educational program of the district.

Guidelines

Signs may be posted only at locations approved by the district. All signs must conform to specifications established by the school district, including, but not limited to, the material composition, size, and appearance.

Signs shall be authorized for specified durations. The district may limit the period of time during the year when advertising signs may be posted. If the signs are not removed in a timely manner by the advertiser, the district will remove the signs at the advertiser's cost as set forth below.

The school district may limit the total number of signs that may be erected at any one time or place, so as to minimize distractions for facility users, for aesthetics, or for any other reason at the discretion of the school district. The advertiser shall be fully and exclusively responsible for all costs and expenses associated with the procurement, erection, maintenance, and removal of the sign(s). If applicable, installation may be performed by district personnel to be paid by

advertiser at the hourly rate in force at the time of work. Any maintenance, repair or removal of an approved sign shall be subject to the direction and supervision of the school district. All signs must be maintained in good condition meeting standards as determined by the school district. If any sign becomes damaged or requires repair for any reason, it will be the sole and exclusive responsibility of the advertiser that erected the sign to repair or remove it.

In the event the district becomes aware of a sign requiring repair or removal, the district will notify the responsible advertiser. The advertiser must repair or remove the sign within seventy-two (72) hours of notification. If the advertiser does not repair or remove the sign as required, the district will remove the sign and invoice the advertiser for all labor and material costs incurred.

The advertiser shall be responsible to assure that the advertising sign complies with applicable municipal codes and regulations, and to obtain and pay for any applicable governmental fees.

The advertiser shall indemnify and hold the school district harmless from any claims, including those for bodily injury and intellectual property right infringement, arising out of the erection, maintenance, and removal of the advertiser's sign on district property.

Advertising fees shall be subject to the approval of the Board. All proceeds from the sale of advertising at district facilities shall inure to the benefit of the district.

Advertisements permitted in district facilities do not represent the district's endorsement or approval of the matters presented in the advertisements, and an advertiser may be required to include a statement to that effect in the advertisement.

All advertising through the district's website shall comply with the term of this policy. Advertisements, including the vendor and content, shall be subject to prior review and approval by the Superintendent or designee. There shall be no interactive features in advertisements made available on the district website. Once established, district website advertising shall be closely monitored by the Superintendent or designee.

Procedures

All persons and organizations wishing to use facilities to advertise in accordance with this policy must submit a written application and be approved by the Superintendent or designee.

The request to advertise must include a description of the location requested, an accurate color representation of the advertisement with size and material indicated, and the period during which the advertising will remain in place.

Approval for advertising shall be evidenced by the issuance of a written sign permit to the applicant. The permit will incorporate by reference all terms of this policy and will include any additional terms and conditions included in the approval or otherwise deemed appropriate.

Any permit shall be subject to termination and revocation without cause at the complete discretion of the district without liability or financial penalty of any kind.

Delegation of Responsibility

The Superintendent and/or designee shall approve or deny all applications for advertising under this policy and may establish additional administrative regulations and procedures related thereto.

Legal

1. 24 P.S. 510

2. 24 P.S. 511



Book	Policy Manual
Section	900 Community
Title	Advertising Sponsorship
Code	913.2
Status	Active
Adopted	April 16, 2007
Last Revised	September 16, 2019

Purpose

The purpose of this policy is to balance the Board's commitment to educational integrity and quality with the acceptance of financial support through permitted commercial advertisements, both written and oral on designated school premises, facilities, and event programs and publications distributed or announced to the school community and the public in connection with school-sponsored or affiliated activities. In doing so, the Board will make a conscious and consistent effort to assure that the Board's commitment to the district's educational mission is not compromised.

Authority

School premises shall not be used for commercial advertising purposes without the approval of the Board on a case-by-case basis. The school property subject to this policy includes all inside and outside district-owned building structures, perimeter fences, and athletic field fixtures such as scoreboards, press boxes, dugouts, and other premises as designated by the Board in its sole discretion, the district's official website, and all other websites maintained (hereinafter collectively the "designated premises"). The term "designated premises" shall also include any announcements or publications, such as a program or flyer, or any object, such as a trophy, plaque, jacket, t-shirt, or sporting equipment, distributed to any person attending an event occurring on district property, whether conducted directly by the district or by an affiliated entity such as a booster group or parent group (e.g. PTA). The advertising spaces on these designated premises are declared to be nonpublic fora which are limited to commercial advertisements of businesses and/or organizations which are in conformity with this Board policy for the purpose of generating revenue for the district or revenue for an organization which benefits the students of the district. The overall goal is to achieve additional revenue to support district programs in a manner that limits commercial advertisements to areas such as locations of major athletic and activity events such as stadiums, athletic fields, tracks, and gymnasiums, as well as the district's official website and any related official websites for district programs. It is also the intent of this policy to regulate the advertising content of public announcements, printed programs, publications, and other literature and objects distributed at and in connection with such events.

Guidelines

Any businesses and/or organization sponsor wishing to place an advertisement on designated premises in accordance with this policy must submit a written application which depicts the proposed advertisement. After reviewing an application, administration may enter into discussions with the proposed sponsor concerning the location and size of the permitted advertisement and the terms of a written contract, which shall be in a form acceptable to the district's solicitor. The Board shall approve any contract for advertising on designated premises, and the Board shall periodically approve a schedule of fees for advertising agreements.

Any organization sponsoring or participating in an event must submit to building administration in a timely manner a draft of any announcement, program, publication, literature or printed object which contains advertisements or other solicitations in order to receive prior approval for distribution at any related event.

Use of the name, nickname, and/or logo of the district in any advertisement is not permitted without the approval of the Board on a case-by-case basis.

Any approved advertising on district designated premises must be consistent with the district's educational mission and goals, promote a responsible and healthy lifestyle and be consistent with community values.

Under special circumstances, groups wanting to advertise to raise funds for uniforms or similar articles, specific equipment, or a major capital improvement project in the district, must request and receive board approval prior to entering into an advertising agreement.

Accordingly, for an advertisement to be approved, it must comply with all required restrictions of the Board which shall include, but not be limited to the following:

1. It must not create a material or substantial disruption to school operations.
2. It must not attack ethnic, racial, or religious groups.
3. It must not discriminate, demean, harass or ridicule any person or group of persons.
4. It must not be libelous.
5. It must not promote hostility, disorder or violence.
6. It must not be contrary to the district's educational mission or goals or be inconsistent with community values.
7. It must not promote, favor or oppose any political party/candidate or any person up for election, adoption of any bond issue or any public questions submitted at any general, county, municipal or school election.
8. Political signs may not be displayed on any district building and grounds including, but not limited to, athletic fixtures such as scoreboards, press boxes, fences, tracks, fields, and gymnasiums.
9. It must not promote any religious or political organization or ideology.
10. It must not be obscene, pornographic or sexually explicit as defined by prevailing community standards throughout the district.
11. It must not promote the sale or use of drugs, alcohol, tobacco, nicotine, nicotine delivery product, or firearms.
12. It must not use any district or school logo without prior approval.

13. It must not reflect poorly or negatively on the school district or community as determined by the school district in its sole discretion.

Delegation of Responsibility

It is the responsibility of the Superintendent or designee to:

1. Establish specifications for signs authorized by this policy, including those regulating the material, size and composition of such signs.
2. Establish guidelines for the number and location of signs that may be posted on the district's designated premises.
3. Evaluate and approve or disapprove all requirements involving requests for advertisement consistent with this policy.
4. Negotiate with prospective advertisers concerning proposals for fees for advertising, and the size, location, and content of advertisements, and seek Board approval of the guidelines resulting from these negotiations and all contracts with advertisers.
5. Refer to the Board all situations which require Board approval under this policy.

Legal

24 P.S. 510

Legal

24 P.S. 510

Policy 913.2 Advertising Sponsorship Attachment.pdf (351 KB)

Policy 913.2 Advertising Sponsorship Attachment.docx (1,092 KB)

