

**CHAPTER 9.00 – SCHOOL-COMMUNITY RELATIONS AND  
INTERLOCAL AGREEMENTS**

**ADVERTISING AND COMMERCIAL ACTIVITIES**

**9.40**

- I. School or District name, facilities, website, or the District Email System shall not be used for oral, written, or graphical advertising or otherwise promoting the interests of any commercial, political, religious, or other non-school agency, or individual public or private 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 and may not be false, misleading, or deceptive, related to an illegal activity, or discriminatory behavior. Any such approval, granted for whatever cause or group, shall not be construed as an endorsement of any product, service, organization, or activity of said cause or group by the Board or Superintendent:
  - a. 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 not for profit community-wide social service agency; provided, that such cooperation does not restrict or interfere with the educational program of the school, that such activities promote student or School Board interests and are non-partisan and non-controversial;
  - b. A school may use film or other educational materials which contain advertising if the educational value of the materials outweighs their commercial nature. 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;
  - c. The Superintendent may announce, or authorize to be announced, any lecture or community activity of particular educational merit;
  - d. Demonstrations of educational materials and equipment shall be permitted with the principal's approval; and,
  - e. Schools may utilize athletic facilities 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.
- II. The School Board may permit commercial advertising on District owned property and may enter into sponsorship agreements with commercial entities on such terms as will be beneficial to the school system. Schools and departments may recognize businesses, business partners, and other community groups providing assistance or financial support for academic/enrichment programs. These activities shall not involve any direct costs to the District. The cost center head must approve any facility or on-site advertising and such advertising must be in accordance with applicable municipal or county government codes and zoning laws.

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- III. School publications, including publications such as event programs, calendars, newspapers, and yearbooks may accept and publish paid advertising with advance approval of the school principal. In no instance shall advertising or images for alcohol, tobacco, drugs, drug paraphernalia, weapons, or obscene, pornographic or illegal materials be accepted. The advertisements shall be carefully evaluated by the school principal to determine appropriateness and consistency with the educational objectives of the District.
- IV. Nothing in this policy shall be construed as prohibiting the recognition of school/educational programs related contribution, such as instructional materials or student awards by business/corporations, nor to prohibit the use of such contributions bearing the identification of businesses which are sponsoring the contribution. However, no such awards or contributions may be made without the approval of the appropriate Executive Director.
- V. All appropriate School Board bookkeeping procedures will be followed as to all funds collected. All said funds shall be administered and accounted for in accordance with existing laws, Florida State Board of Education Administration Rules, and School Board policies.

The School Board or Superintendent reserves the right to consider requests for advertising in the schools on a case-by-case basis.

**STATUTORY AUTHORITY:** 1001.41(2), 1001.43(4), (5) F.S.

**LAW(S) IMPLEMENTED:** 1001.43(4), (5) F.S.

**HISTORY:** ADOPTED: 08/21/01  
REVISION DATE(S): 11/06/18  
FORMERLY: 2.107

**NOTES:**