

ADVERTISING ON SCHOOL PROPERTY BY OUTSIDE ORGANIZATIONS

The Ventnor Board of Education recognizes that the contributions from persons and organizations outside the school may serve the interests of the contributor as well as benefit the school district and the students. The board may permit outside organizations, directly and/or through the Ventnor City Education Foundation, to utilize the school website and/or field fences.

The Superintendent shall review proposals for sponsorships and/or advertisements based on this policy. The Board of Education reserves the right to review all proposed use. The board of education has the authority to reject, terminate and/or remove any and all advertising that it deems to be inappropriate or not in the best interest of the board of education, school district or students. The board reserves the right, at its absolute discretion and at any time, to reject any advertising copy, whether or not it has previously acknowledged and/or advertised the exact or similar copy.

All approved sponsors and advertisers will protect, defend, and hold the board of education harmless from any suits or actions of every nature and description brought against it by reason of the advertisement.

Limitations on Content and Specifications of Advertisements

Advertising and sponsorship opportunities will be subject to restrictions in keeping with the district's standards of good taste and will seek to model and promote positive values for our students. The board prohibits any advertisement or sponsorship from any business or organization, and/or displaying or distributing materials that:

- A. Is false, misleading, deceptive, disrespectful, fraudulent or libelous;
- B. Promotes hostility, disorder, violence or unethical practices;
- C. Promotes unlawful or illegal goods, services, or activities;
- D. Attacks ethnic, racial or religious groups;
- E. Contains material or language that is obscene, profane, vulgar, offensive, or reasonably determined not to be in good taste;
- F. Is sexually exploitive in nature, deals with sexual issues, or promotes the sale or use of products designed for use in connection with sexual activity;
- G. Invades the rights of others;
- H. Inhibits or disrupts the functioning of the schools or the programs and classes of the schools;
- I. Overrides the school's identity;
- J. Declares or implies an endorsement by the board of education;
- K. Promotes gambling, smoking of any substance, vaping, the sale or use of tobacco or tobacco-related products, or the sale or use of alcoholic beverages;
- L. Is political, religious, issues-related, controversial in nature, or not age appropriate.

ADVERTISING ON SCHOOL PROPERTY BY OUTSIDE ORGANIZATIONS (continued)

Date: October 30, 2017  
 First Reading: November 15, 2017  
 Second Reading/Adoption: December 13, 2017

Key Words

Soliciting, Solicitation, Fundraising

<b><u>Legal References:</u></b>	<u>N.J.S.A.</u> 18A:18A-1	Public School Contracts Law
	et. seq.	
	<u>N.J.S.A.</u> 18A:18A-4	Contracts and agreements requiring advertising
	through -4.4	
	<u>N.J.S.A.</u> 18A:36-34	School surveys, certain, parental consent required before Administration
	<u>N.J.S.A.</u> 18A:36-35	Disclosure of certain student information on internet prohibited without parental consent
	<u>N.J.S.A.</u> 18A:42-4	Distribution of literature as to candidacy, bond issues or other public question
	<u>N.J.S.A.</u> 52:14-15.9c1	Public employee charitable fund-raising act

<b><u>Cross References</u></b>	*1140	Distribution of materials by students and staff
	*1230	School-connected organizations
	*3453	School activity funds
	*5136	Fundraising activities

\*Indicates policy is included in the Critical Policy Reference Manual.