6Gx53-8.003 ADVERTISING IN SCHOOLS:

Neither the facilities nor the staff of the school shall be employed in any manner for advertising or otherwise promoting the interests of any commercial, political, other non-school agency, individual, or organization, nor shall the students be employed in such manner.

I. Exceptions: The following exceptions may be made:

A. Social Service Agencies: A school may cooperate in furthering the work of any non-profit community-wide social services agency; provided that such cooperation does not restrict or impair the educational program of the schools.

B. Educational Materials: A school may use films or other educational materials bearing only simple mention of the producing firm.

C. Community Activity: The Superintendent may, at his or her discretion, announce, or authorize to be announced any lecture or community activity of particular educational merit.

D. Governmental Agency: A school may, upon approval of the Superintendent, 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 other best interests of the student.

E. Material/Equipment Demonstrations: Demonstrations of educational materials and equipment shall be permitted only upon arrangement with the principal and the Superintendent.

F. Bands: Bands may be used for school activities, civic programs, and community benefit programs in conformity with the code of ethics between the Music Educators National Conference and the American Federation of Musicians.

G. Athletics: The sale of advertising space at athletic events shall be allowed in order to raise funds for the enhancement of the athletic programs of a school.

1. Such advertisement shall be subject to the prior approval of the Director of Athletics.

2. Such advertisements shall be in good taste in keeping with the mores of the community.

3. Such advertisements shall not promote any business or product that would be in conflict with the District's various programs of health and nutrition.

II. Buses: There shall be no advertising on or in school buses.

Statutory Authority: Florida Statutes 1001.32, 1001.41, 1001.42, 1001.43

Laws Implemented:

Adopted: July 26, 1972

Readopted: April 28, 1987

Amended:

December 18, 1974

September 25, 1990