A. ADVERTISING GUIDELINES

1. Advertising is permitted in school publications such as yearbooks, school newspapers, newsletters, and event programs. School officials may permit the publication of commercial advertisements for a reasonable fee or an in-kind contribution that advertises or promotes an outside organization’s products, programs, or services.

2. School officials may sell, for a reasonable fee or an in-kind contribution, commercial advertisement space on stadium, athletic, and/or gymnasium billboards, banners, or signage for advertisements or promotions of an outside organization’s products, services, programs, or activities.

3. School officials may permit boards, displays, or banners that acknowledge donations or sponsors of a school or the school system.

4. School officials shall prohibit advertising through the school system employee and student e-mail system and the school system website.

5. Advertising in school publications, in school media, in school facilities, and on school property will be limited to an advertiser’s (a) name, brand name, and/or trade name; (b) logo; (c) location or place of business and contact information; (d) slogans that identify the advertiser but do not promote it; and (e) products, programs, or services in a value-neutral description.

6. School officials have discretion to determine whether to use commercially sponsored materials or materials containing commercial advertising in school instructional programs and activities.

7. Collection of student data for marketing purposes is governed by the Surveys of Students policy.

8. School officials may accept donations of equipment and supplies that contain advertising messages. However, such donations must comply with the requirements of Board policy.

B. PROCESS TO REQUEST TO ADVERTISE

Any entity or individual interested in advertising or promoting products and services pursuant to policy or school system regulations must submit a request to the principal (for advertising specific to an individual school) or to the Superintendent’s designee (for system-wide advertising). The principal or Superintendent’s designee may approve advertising that complies with Board policies and regulations.

Legal References: G.S. 115C-36, -45(c), -98

Adopted: July 22, 2019