

## ADVERTISING IN THE SCHOOLS

Real and tangible personal property, which includes the outside of buildings and vehicles, shall not be used as a display site for paid advertising. The district school board may enter into an agreement with the Pasco Public Schools Foundation, Inc. (the "Foundation") to permit the Foundation to enter into agreements with advertising companies to provide advertising to be placed on fences and on the inside of certain buildings owned by the district school board. A fair rental shall be established between the district school board and the Foundation for the use of such space. All such advertising must be approved by the district school board and shall be appropriate for a public education campus. The Agreement between the district school board and the Foundation shall provide that any sign must be removed upon the request of the district school board at any time.

In some cases involving school areas, such as athletic fields, gyms, and auditoriums, where admissions are paid by spectators, the acceptance of a gift from which a school has need and with which it may more effectively carry on its program would justify the display of the donor's name.

School publications may accept and publish paid advertisements approved by the principal.

Nothing in this policy shall be construed to prohibit the recognition of curriculum-related contributions, such as instructional materials or student awards, by businesses, nor to prohibit the use of such contributions bearing the identification of businesses which are sponsoring the contribution provided that, in the judgment of the superintendent and principal, the business identification is in good taste and in keeping with the goals and objectives of the schools.

The schools may, upon approval of the superintendent, cooperate with any governmental agency in promoting activities in the general public interest which are nonpartisan and noncontroversial and which promote the education or other best interests of the pupils.

The superintendent may announce or authorize to be announced or post or authorize to be posted, any notice of a lecture or community activity of particular educational merit.

The schools may use suitable films or other educational materials, bearing only simple mention of the producing firm, after carefully evaluating them for classroom use and ascertaining their freedom from undesirable propaganda.

The schools may cooperate in furthering the work of any nonprofit community wide social service agency, provided that such cooperation does not restrict or impair the educational program of the schools.

Authority: 1001.41(2), F.S.

Law Implemented: 1001.42(4)&(15), F.S.

## School/Community Relations