

TOLLAND PUBLIC SCHOOLS
Tolland, Connecticut

ADMINISTRATIVE REGULATION

REGARDING: Advertising Signage

Number: 3080
Administrative

Approved: 6/12/13

All advertising signage must be consistent with State, District, and school academic standards and goals. Further, all advertising activity must be consistent with District policies prohibiting any form of intolerance including, but not limited to discrimination on the basis of race, color, natural origin, gender, sexual orientation, disability, or age and must be age-appropriate for the students involved in viewing such advertisements.

Restrictions on Advertising

The following restrictions shall apply to all advertising signage. Advertising signage shall:

1. Not be permanent and shall be placed no earlier than March 1 and be removed no later than November 30 of each year.
2. Not promote hostility, disorder or violence.
3. Not attack ethnic, racial or religious groups.
4. Not discriminate, demean, harass or ridicule any person or group of persons on the basis of gender or sexual orientation.
5. Not be libelous or slanderous.
6. Not inhibit the functioning of the school and/or school District.
7. Not override the school/school District identity.
8. Not promote, favor or oppose the candidacy of any candidate for election, adoption of any bond/budget issues or any public questions submitted at any general or municipal election.
9. Not be obscene or pornographic as identified by prevailing community standards throughout the District.

10. Not promote the use of drugs, alcohol, tobacco, firearms, or certain products that create community concerns.
11. Not promote any religious or political organization.
12. Not use any District or school logo without prior approval.

Disclaimer

The inclusion of any advertising signage shall not constitute approval and/or endorsement of any product, organization or activity.

Permission

Any proposed advertising signage must be approved in advance in writing by the Superintendent. The Superintendent may refer any proposed advertising to the Board of Education for its approval. Any arrangement that calls for the District to enter into a formal contract must be approved by the Board of Education.

All advertising proposals must conform to the Town of Tolland All Weather Field Advertising Sign Policy.

Funds Management

Advertising revenues must be accounted for by the Town and reported to the Board of Education by June 1 of each year. For purposes of this section advertising revenues are defined as any money, service or material received by the Town in return for allowing the advertising signage.