



CONSOLIDATED SCHOOL DISTRICT OF NEW BRITAIN

Board Policy Statement

1325.00 – Advertising and Promotion

Approved on April 8, 2013

The New Britain Board of Education recognizes that public schools should maintain careful control of the ways which students are exposed to materials and announcements, other than those directly related to school sponsored programs and activities. Within this context the Board of Education seeks to maintain a nurturing, supportive and tolerant learning environment that ensures that all of our students feel welcomed and included. In addition, the Board has a clear responsibility to protect students and their families from exploitation by private interests including, but not limited to, commercial, cultural, economic, environmental, organizational and political exploitation.

It is the policy of this Board that the students, the staff, or the facilities and information systems of the Consolidated School District of New Britain shall not be used to advertise or promote commercial, organizational, cultural, or other non-school interests. There are situations, however, when it is educationally sound to make students more aware of the social environment and their roles as members of society. In such situations, judicious dissemination of information to students about community activities is warranted. The purpose of permitting any distribution of materials is to provide a convenient and inexpensive method to notify students and parents of community events and activities that may be beneficial to all students. At all times, the Superintendent of Schools is authorized to impose reasonable time, place, and manner restrictions on the distribution of materials to prevent distribution and preserve the educational focus of the schools. Distribution of non-school related materials may be permitted to:

- A. Allow community organizations to register annually to distribute non-curricular materials during non-instructional time. To register, an organization must be a non-commercial venture that provides youth-oriented activities or services to students in the City of New Britain without regard to a student's race, color, national origin, sex, disability, religion, sexual orientation, gender identity or expression on any other status protected by law. All materials must be pre-approved by the Superintendent (or designee) in accordance with the procedures established by the administration and shall comply with the following standards:
 - a. The materials must relate to youth-oriented activities or events (e.g., sports, recreational, social or civic activities);
 - b. The materials must explicitly identify the organization(s) distributing the materials;
 - c. The Materials must comply with the law and Board policy and must not encourage violation of the law or any Board policy.

- B. Utilize instructional aides furnished by private sources when the advertising content is reasonable in the judgment of the Superintendent.
- C. Permit participation on a student option basis in essay, art, science, and similar contests sponsored by outside interests when such activities parallel the curriculum and contribute to the educational program.
- D. Allow temporary displays of advertising by community organizations utilizing district facilities for community benefit outside the school day. All such displays shall be limited to the area being utilized and only for the duration of the activity.