

Purpose

To provide a uniform policy for acceptable advertising in Allegany County Public Schools (ACPS).

Definitions

Advertisement: A promotion for a business, a non-school entity, or a “for-profit” entity that is connected directly or indirectly with the ACPS from which the ACPS, an ACPS school, or an ACPS program receives compensation.

Political Activity – the solicitation of support or opposition for a political candidate, political party, political ideology, or other issues which may or may not appear on a public ballot. Political activities include, but are not limited to: political literature, campaign buttons, endorsements, speeches, signs, and distributable political items such as balloons, ribbons, and pencils and other novelty items.

Policy Statement

ACPS, and publications sponsored by the ACPS, are not public forums. Accordingly, proposed advertisements from businesses, individuals, or other non-school entities shall not be accepted unless they are appropriate and acceptable for the school population in general.

Materials and equipment provided by businesses and profit-making organizations that contain commercial advertising may be used if their use is a part of an approved agreement. Identifying symbols on such materials or equipment, which may be visible in schools, school facilities, sporting venues and fields or on school grounds, may be used provided approval has been explicitly granted in writing by the Superintendent of Schools or his/her designee.

Legal Reference			
Policy Cross Reference GBH	Adopted	Reviewed	Revised May 13, 2014, 1 st Reading June 10, 2014, 2 nd Reading Oct. 14, 2014, 1 st Reading Nov. 13, 2014, 2 nd Reading