

**ADVERTISING IN SCHOOL or on SCHOOL PROPERTY**

- 1 The South Tech Charter Academy, Inc. President or Management Company Representative shall establish procedures by which advertisements may be displayed. Advertising is prohibited if it:
  - a. Promotes the use of drugs, alcohol, or tobacco products;
  - b. Is obscene, or offends the morals and/or conscience of the community;
  - c. Promotes a partisan political activity or candidate.

In consideration of the appropriateness of advertising, school administrators shall adhere to the Code of Ethics for Public Officers and Employees. School administrators are subject to the provisions of Chapter 112 which prohibits misuse of a public position and limits the use of information not available to the general public and which is used for personal gain or benefit or that of any other person or entity.

In those instances when advertising is permitted, the Academy President or Management Company Representative shall consider community input, local rules and regulations governing outdoor advertising.

2. The President or Management Company Representative may cooperate with government agencies or charitable organizations in promoting activities in the general public's interest or in furthering the work of any nonprofit community-wide social service agency, provided such cooperation does not restrict or interfere with the educational program of the school, and provided school facilities are not used for partisan political activity.
3. Film, videotape, or other educational materials bearing mention of the producing firm shall be carefully evaluated by the President or Management Company Representative or his designee for classroom use.
4. The President or Management Company Representative may announce or authorize the announcement of any lecture or community activity of particular educational merit.
5. Demonstrations of educational materials and equipment shall be permitted only with the approval and through the arrangement of the Academy President or Management Company Representative.
6. Advertisements may appear under these conditions:
  - a. On school property, if deemed appropriate by the President or Management Company Representative.
  - b. On billboards and vending machines located on school property.
  - c. In school publications such as newsletters, newspapers, yearbooks, and graduation programs.
  - d. Through communication with business partnerships.
7. Academy employees shall not give written or oral endorsement to any company representative for any periodical, book or product which may be offered for sale to students, parents or schools.
8. In situations that may involve the use of advertisements, such as on athletic fields, the acceptance of a gift may justify display of the donor's name.

Authority: FS 230.22(2)

Implemented: FS 230.22(5)

Reference: Palm Beach School District Policy 2.13

South Tech Charter Academy, Inc. Board Policy **2.06**

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History:

New: 7/01/2004; Revised: 7/07/2005, 03/11/2010