

DANBURY PUBLIC SCHOOLS

Danbury, Connecticut

POLICY

ADVERTISING & PROMOTIONS

Adopted: 3/10/2004

Policy No. 3-702

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Virtually all products such as books and equipment have a logo or symbol to identify the corporation that produced it. Corporations use these symbols to generate advertisement and product loyalty. Since these symbols are currently present, there is the need for a continuous process to review the impact of their presence on the educational process.

The Superintendent is responsible to insure that the process of acquiring or purchasing products includes a review of the possible impact on the school environment. Products that have logos that can be viewed as offensive or controversial shall not be purchased. Any proposal or product that includes a display or advertisement that exceeds the labeling on the product or is of a nature to distract from the goals of the educational program must receive the approval of the Board of Education.

It is recognized that the presence of logos have a value to the corporation. The Superintendent shall review and make recommendations to enable the Board of Education to vote on accepting the advertisement for the value proposed.

Any proposal that changes the character or nature of the school environment or has a potential negative impact on the learning environment will not be approved.

Promotions that include the distribution of literature and/or products will be permitted providing that they comply with the standards of the Danbury School System. Corporations that offer promotions must demonstrate that there is a benefit to the students of Danbury and that the distribution will not disrupt the educational process. The Superintendent will develop a system to review all proposals and to bring to the Board of Education proposals that are of a magnitude or permanence to impact on a school facility.