

ADVERTISING IN THE SCHOOLS

It is the belief of the Westfield Public Schools that commercial messages and/or advertisements are not public forums of any nature, and that all advertising shall be commercial in nature. Furthermore, all advertising may be permitted in any school facility or on school property under ownership and control of the Westfield Public Schools pursuant only to a written license agreement expressly permitting the same, and only under and in compliance with the established policies, practices, and guidelines approved by the Westfield School Committee. Such materials must be aesthetically pleasing, and enhance the school environment.

The purpose of this policy and its related practices and guidelines is to define the conditions upon which commercial messages and advertisements may be placed in school facilities or upon school property, and to establish definitive guidelines for the acceptance and placement of such messages or advertisements. It is the intent of the Westfield School Committee to preserve its full right and discretion to restrict access to the school facilities and school property, and to reject or refuse placement or require removal of any or all commercial messages or advertisements that do not comply with those guidelines. To the extent that any such messages and advertisements are accepted, it is the intent of the Westfield School Committee to reserve and exercise the right of full editorial control over the placement, content, size, appearance, and wording; and to determine and prohibit types of commercial messages or advertisements that are deemed inappropriate for or inconsistent with the usage of school facilities and school property.

All school facilities and school property are intended for and are for the exclusive use of the Westfield Public Schools and its designees for the public purposes associated with education, athletics, community recreation and community activities and entertainment. No school facilities or school property shall be intended or considered as an open, limited, or other public forum; and no person shall have a right to access and use any school facilities nor school property for any purpose other than the intended and authorized public purpose or service. Placement of commercial messages or advertisements in school facilities or on school property shall require specific authorization by the Westfield School Committee.

Advertising in student publications that are published by student organizations; commercially-sponsored free teaching aids; and advertising allowed by booster clubs, PTO's, and any other outside organizations whose sole purpose is to benefit the Westfield Public Schools and/or its students is subject to this policy and the associated guidelines.

Solicitation of sales or use of the name of the school system to promote any product will not be permitted by the Committee.

First reading: waived

2nd/Final reading: November 2, 2015 mtg

CROSS REF: JP: Student Gifts & Solicitations
KHA: Public Solicitations in the Schools