ADVERTISING IN SCHOOL

Prior to entering a contract to advertise in an Ingham owned building the superintendent or his/her designee shall ensure that all the below are considered and where applicable included in the contract with the vendor.

A. Factors to Consider When Evaluating Advertising:

1. Acceptable Characteristics:
   a. Does the advertising promote social standards generally regarded as positive and beneficial, such as friendship, kindness, honesty, justice, generosity and respect for others?
   b. Does the advertising promote education and the value of learning?
   c. Does the advertising include individuals from a variety of racial, social, gender and ethnic groups, including individuals with disabilities and special needs?

2. Characteristics to Guard Against:
   a. Is the advertising misleading or deceptive?
   b. Does the advertising promote or accept violence, crime, obscenity or any other form of antisocial behavior?
   c. Does the advertising use audio and video techniques which misrepresent, distort or exaggerate the attributes or functions of a product or service?
   d. Does the advertising utilize exhortative language and extreme sales pressure to persuade the audience to purchase a product or service?
   e. Does the advertising utilize comparative language which distorts or exaggerates differences between competitive products or services, or creates a false, deceptive or misleading impression?
f. Does the advertising convey the impression that ownership of a product or service will gain peer approval or enhance one’s social status?

g. Does the advertising utilize creative techniques which confuse the audience by blurring the distinction between programs and commercials?

h. Does the advertising utilize dramatizations, reenactments or simulations which do not accurately depict a product, service or event?

i. Does the advertising utilize endorsements which do not reflect the opinions or beliefs of the endorser, or can’t be substantiated?

j. Does the advertising disregard generally recognized safety standards?

k. Does the advertising utilize subliminal perception techniques?

l. Does the advertising belittle any group based on its social, racial, ethnic or religious traits or any person because of his or her age, marital status, gender or handicaps?

m. Does the advertising support or oppose highly controversial social issues?

n. Is the advertising age-appropriate?

B. Principles for Considering Advertising in Schools:

1. Utilize the same selection criteria and standards for accepting sponsored or donated goods and services as when purchasing curriculum materials.

2. Retain the decision-making responsibility and control regarding what is taught, how and when.

3. Retain the ability or option to decline the use of a product or service if deemed inappropriate or objectionable, and to discontinue its use if subsequently found inappropriate or objectionable.

4. Ensure that student and faculty exposure to advertising is voluntary, and that no penalty is imposed on those individuals who elect not to view, listen to, or read advertising messages.
5. Evaluate on an ongoing basis the effectiveness and appropriateness of all the materials, products and services provided through school-business relationships.

6. Determine the types of materials, products and services for which advertising is not desirable.

ADMINISTRATIVE REGULATION

Approved: January 18, 2005