

**Hopkinton School Committee Policy**

**Advertising in the Schools**

The School Committee recognizes that advertising represents an alternate source of revenue that the schools, school district, and sanctioned school-support organizations might wish to access. The School Committee requires that any advertising benefit the school district and be carried out in a responsible manner.

School property is a non-public forum. The intent of advertising is to raise funds, not to promote public discourse or a point of view.

Approval of advertisements does not constitute endorsement by the School Committee or the Hopkinton Public Schools of an advertiser’s products, programs, or services.

The School Committee will allow advertising in school buildings and on school property under the following two conditions:

1. The Superintendent approves all advertising content, display and distribution.
2. An advertiser and his/her advertisements are in compliance with the district’s mission, policies, and non-discrimination practices as well as with state and federal laws.

Advertisements will be restricted to common areas accessible to the public.

The Superintendent, in conjunction with the School Committee, will set advertising rates for school and school district advertising. Advertising revenue will be deposited into a gift account separate from other accounts. The School Committee will designate how the funds may be expended.

First Reading	March 15, 2007
Second Reading	April 5, 2007
Third Reading	April 26, 2007
Adopted	April 26, 2007
Policy Amended	September 18, 2008
Legal References	M.G.L. 272:92A.
Policy Cross Reference	AC Non-Discrimination and Civil Rights Notice to Students, Parents, and Employers, KHCB Dissemination Of Information Brochures
Procedure Reference	