

ADVERTISING POLICY

It is the belief of the West Springfield 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 by the West Springfield Public Schools pursuant only to a written contract expressly permitting the same and only under and in compliance with the established policies, practices and guidelines approved by the West Springfield School Committee. Such materials must be aesthetically pleasing and enhance the school environment.

The purpose of this policy and its related practices and guidelines [File: KHB-R] 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 West Springfield School Committee to preserve its full rights 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 West Springfield 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 West Springfield 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 or 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 West Springfield School Committee.

Source: Palmer School District

Reviewed & submitted by Attorney Duperé: April 24, 2013

Reviewed and approved: February 13, 2018 [Policy Subcommittee]

Approved: February 13, 2018 [School Committee]