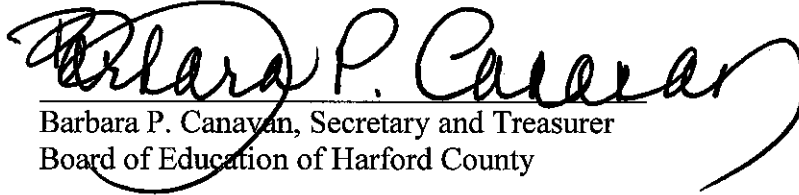


POLICY TITLE: Advertising		
ADOPTION/EFFECTIVE DATE: Adopted 3/10/1980	MOST RECENTLY AMENDED: 10/14/2013	MOST RECENTLY REAFFIRMED:
POLICY/PROCEDURE MANUAL SUMMARY CATEGORY: District Management		

- I. **Purpose**
The purpose of this policy is to set forth the Board's authorization of advertising in the schools and criteria relating to such advertising.
- II. **Definitions**
- A. Advertising means a communication by any person or entity external to Harford County Public Schools (HCPS) other than parent teacher associations or substantially similar organizations, governmental agencies or child care facilities, either in writing or by voice and in any format which:
1. Promotes or encourages the sale or use of an item or service; or
 2. Recognizes a private person or entity for any financial or in-kind contribution which the person or entity has made to HCPS whether with or without consideration.
- B. Advertising does not include the naming of a public school building or facility, or part or area thereof. See Board Policy 20-0024-000.
- III. **Policy Statement**
- A. Advertising is prohibited in or about property owned or controlled by HCPS including any publications owned, controlled or under the authority of HCPS subject to the following exceptions.
1. Advertisements placed in school or school system sponsored publications, payment for which will defray the cost of the publication.
 2. Advertisements which defray the cost of the construction of any public school structure or any public school or school system function or activity.
 3. Advertisements which are informational regarding post-secondary career and educational opportunities.
- B. Advertisement on HCPS vehicles or HCPS buses or contracted buses is prohibited unless approved by the Board.

- C. All advertisements and related contracts must be approved by the school principal or, if the advertising involves more than one school, the applicable executive director. If the advertisement is systemwide, it shall be approved by the Manager of Communications.
- D. All written contracts related to advertising shall be reviewed and approved by the Office of General Counsel. All advertising contracts shall include a termination for convenience provision.
- E. Advertising which is inconsistent with the educational mission of HCPS is prohibited.

Board Approval Acknowledged By:


Barbara P. Canavan, Secretary and Treasurer
Board of Education of Harford County

Policy Action Dates		
ACTION	DATE	ACTION DATE
Adopted	3/10/1980	Amended 10/14/13
Amended	7/9/1990	
Amended	9/14/1998	
Amended	6/9/2008	

Responsibility for Policy Maintenance & References		
LAST EDITOR/DRAFTER NAME: Patrick P. Spicer, Esquire		JOB POSITION OF LAST EDITOR/DRAFTER: General Counsel
PERSON RESPONSIBLE: Patrick P. Spicer, Esquire		JOB POSITION OF PERSON RESPONSIBLE: General Counsel
DESIGNEE NAME:		JOB POSITION OF DESIGNEE:
REFERENCE 1 TYPE:	REFERENCE 1 NO.	REFERENCE 1 DESCRIPTION:
REFERENCE 2 TYPE:	REFERENCE 2 NO.	REFERENCE 2 DESCRIPTION:
REFERENCE 3 TYPE:	REFERENCE 3 NO.	REFERENCE 3 DESCRIPTION:
REFERENCE 4 TYPE:	REFERENCE 4 NO.	REFERENCE 4 DESCRIPTION:
REFERENCE 5 TYPE:	REFERENCE 5 NO.	REFERENCE 5 DESCRIPTION:
POLICY NUMBER PRIOR TO NOVEMBER 1, 2005: General Administration 02:09:015		
POLICY NUMBER PRIOR TO OCTOBER 14, 2013: School Management 06-0024-000		