

ADVERTISING IN SCHOLAR PUBLICATIONS

The advertising of commercial products or services is permitted in scholar publications that are published by scholar organizations subject to administrative control, and subject to reasonable publication rates established by such organizations.

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

The Jackson Public School District (JPSD) retains the right to approve or deny any materials requested for distribution. The District will only consider requests with a direct educational value to the scholar and/or school. In limited circumstances, promotional literature for fundraisers that directly benefit Jackson Public Schools may be approved.

JPSD may review and approve or deny advertising material for scholar publications or other materials requested for distribution to scholars, parents, and staff.

All advertisements distributed to JPSD scholars must include the following disclaimer:

“The distribution of this material does not constitute an endorsement or an indication of support by the Jackson Public School District. JPSD parents, scholars, and employees should determine for themselves if they want to use the services. The school district accepts no liability in this matter.”

If at any time it is determined that advertisements presented contained false information or did not accurately represent the intent of the program, future requests for approval will be denied.

Jackson Public Schools will not allow advertisements from for-profit businesses, religious institutions, campaign/political material, or literature that do not directly affect and/or benefit JPSD scholars or faculty.

All advertisements in school-sponsored publications, including programs associated with school-sponsored productions, are subject to the following criteria, which shall be applied by the advisor/sponsor in determining whether to permit the inclusion of such.

Use of advertisements containing company trademarks or the names and/or pictures of persons who are not public figures must be authorized by the appropriate representative of the company or individual/ organization.

Advertising must be identified or labeled as an "advertisement."

Advertising must be submitted under the name(s) of the individual(s), the name of the corporation or, in the case of unincorporated associations or organizations, the names of the officers sponsoring the advertisement.

When practical, such as when advertisements appear in a separate section of the publication, the section shall be preceded with a statement indicating that the advertising does not reflect the viewpoints or policies of the editors, the school or the Board of Trustees.

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