Advertising & Commercialism

KIPP Charlotte relationships with corporations, foundations, organizations and individuals, based on sound principles and community input, can contribute to high quality education. However, compulsory attendance confers on educators an obligation to protect the welfare of their students and the integrity of the learning environment. Therefore, when working together, schools, businesses, foundations, organizations and individuals must ensure that educational values are not distorted in the process. Positive school-business relationships should be ethical and structured in accordance with the following principles:

- Corporate, foundation, organization or individual involvement shall not require students to observe, listen to, or read commercial advertising.
- Selling or providing access to a captive audience in the classroom for commercial purposes is a violation of the public trust.
- Since school personnel, property and time are publicly funded, selling or providing access to advertising on school property outside the classroom involves ethical and legal issues that must be addressed.
- Corporate, foundation, organization and individual involvement must support the goals and objectives of the schools. Curriculum and instruction are within the purview of educators, with the involvement of the community.
- Programs of corporate, foundation, organization and individual involvement must be structured to meet identified educational needs, not commercial motives, and must be evaluated for educational effectiveness by the school district on an ongoing basis.
- Schools and educators should hold sponsored and donated materials to the same standards used for the selection and purchase of curriculum materials.
- Corporate, foundation, organization and individual involvement programs should not limit the discretion of schools and teachers in the use of sponsored materials.
- Sponsor recognition and logos should be for identification rather than commercial purposes.
- Any attempt to establish programs of corporate, foundation, organization and individual involvement must involve full public disclosure and provide ample opportunity for community input in the initial stages of negotiation, well before a deal is finalized.
All partnerships entered into by KIPP Charlotte shall be, in the judgment of the school board, age appropriate and in the best interest of students. If the economic benefit from any partnership exceeds $2,500 to the school or the district, the agreement must be set forth in a written agreement signed and approved by the school board at a public meeting, where the community is given adequate notice and has every opportunity to provide input and feedback. No partnership shall provide direct financial gain to KIPP Charlotte employees, students, parents or school board members.

Logos

All company, foundation or organization logos appearing on KIPP Charlotte property, including non-cash donations provided by sponsors, shall be for identification purposes only. Logos will not be permitted on facilities or informational equipment such as a scoreboard. Logos will not be permitted for display in school hallways or classrooms for the purposes of advertising to students. This includes banners or signs that carry "educational messages" that also prominently display company logos. Public signs indicating KIPP Charlotte's appreciation of an enterprise's support for education shall be permitted, if approved by the school board.

Advertising in Electronic Media

Except for courses of study which have specific lessons related to advertising, the students of KIPP Charlotte shall not be required to observe, listen to or read commercial advertising in the classroom. KIPP Charlotte shall not enter into any contract to obtain electronic equipment or software that will obligate the school to expose students to advertising directed at young people during school time or at home while completing school assignments.

KIPP Charlotte shall not enter into any contract to obtain electronic equipment or software that will obligate the school to post information about school procedures or events on electronic media that contain advertising directed at students.

KIPP Charlotte will not enter into any contract for electronic media services where personal information will be collected from the students by the providers of the services in question. Personal information includes, but is not limited to, the student's name, telephone number and home address.
Exclusive Vending Agreements

KIPP Charlotte will enter no agreements with vendors to provide exclusive school-wide access to student customers for soft drinks or snack foods purchased by students in school. No students will be used as agents for any school vendors in an exclusive arrangement to sell products or services to the community at large.

When KIPP Charlotte asks students to purchase required educational supplies, it will remain neutral and will not enter into any agreement to advise students to buy particular brand name products or products from a particular school supply merchant.

KIPP Charlotte will not enter into any agreement with a company that asks students to carry a card used for school identification and/or to gain access to student services, when that card can also be used to gain access to private services provided by the company.

Sponsored Educational Materials and Advertising in Curriculum

KIPP Charlotte will purchase no curriculum materials that contain promotional information about a company that is irrelevant to the lesson being taught in the content of the curriculum. Teachers at KIPP Charlotte will not use identifiable brand names or logos in their instruction unless they are found to be necessary to the lesson being taught.

Sponsored Educational Materials, whether purchased by KIPP Charlotte or provided free of charge by the sponsor, will not be used by teachers unless the school, including teachers and parents, has reviewed them and found them to meet the following standards:

- **Accuracy** - Statements are consistent with established fact or with prevailing expert opinion.
- **Objectivity** - Points of view are fairly represented. If the subject is controversial, arguments are balanced. Any sponsor bias is clearly stated and references to differing views are made.
- **Completeness** - The materials contain all relevant information and do not deceive or mislead by omission.
- **Language** - Materials are both interesting and readable.
- **Non-discrimination** - The text and illustrations are free of any content that could be considered derogatory toward a particular ethnic group, race, religion, or sex.
- **Diverse Representation** - The materials reflect the gender diversity and racial diversity of the students that will be using them.
- **Non-commercial** - The name and logo of the sponsor is used only to identify the source of the materials.
Parent and Community Disclosure of Commercial Agreements

When either the board of Directors and/or the administration of KIPP Charlotte intends to enter into a relationship with a company, corporation, foundation or organization that would obligate the school to market products on school premises or property, compel students to watch advertising, or uses the school agency in any way for commercial purposes or as a byproduct of receiving services, money, or other remuneration from said company corporation, foundation or organization, the school must notify parents and the community that such an arrangement is being considered.

Such notification shall include disclosure of the parties involved, the duration of the partnership or contract, a financial and funding prospectus of the company or corporation, and when the board of education or school administration intends to make a decision about said contract.

The notification shall be made public through the local newspaper(s), KIPP Parent Alliance Team (KPAT) and through the official newsletter or medium to the community, if such an avenue exists.

Such notification shall be made 60 days or more before the board of directors or administration intends to make a decision on such a partnership or contract. Parents and other community shall be given an opportunity to comment on and/or ask questions about the respective relationship in writing and/or in person at board meeting(s) or other public meetings where school district matters are publicly discussed. Such parent and community responses shall be part of the public record.

If a commercial contract is approved where children are compelled to watch advertising as a condition of receiving instruction, or where a KIPP Charlotte would allow a company to integrate products or advertising in instructional material required of children to use and/or purchase, the parents shall be notified of such an arrangement and the parent shall be allowed to opt out their child from using or being exposed to that material.