COMMUNITY RELATIONS

Commercial Advertising

The Prince William County School Board recognizes the importance of fostering relationships with community groups and individuals in order to enhance educational and extracurricular opportunities for students and raise alternative revenues to supplement the School Division’s educational and extracurricular programs.

Commercial advertising in any way connected to Prince William County Public Schools (PWCS) shall be permitted on a limited basis only, for the sole purpose of promoting PWCS schools, students, programs, teams, and other extracurricular activities and raising supplemental revenues for approved Division purposes.

Such advertising shall be restricted to the promotion or sale of commercial goods and services to the school community and/or to the advertiser’s support of PWCS schools, students, and programs. It is not the intent of the Prince William County School Board to create a public forum by permitting such commercial advertising in limited school venues, and all such advertising is subject to the guidelines and approval of the School Board, the Superintendent, and/or designees, as set forth in Regulations 923-1, “Commercial Advertising,” and 951-2, “Booster Clubs and Other Approved Parent Groups.”

The Division Superintendent is authorized to develop and implement regulations regarding commercial advertising and Division staff is authorized to enter into Commercial Advertising Leasing Agreements controlling such advertising within the parameters set forth in such implementing regulations. Advertising on or through the PWCS internet, website, or school websites is limited by the restrictions in Regulations 923-1, 951-2, 295-1, “Computer Systems and Network Services – PWCS Responsible Use and Internet Safety Policy,” and 295-2, “Website Development and Implementation.”

The Associate Superintendent for Communications and Technology Services (or designee) is responsible for implementing and monitoring this policy.

This policy and any related regulations shall be reviewed at least every five years and revised as needed.

Legal References: Virginia Code §§ 22.1-79 (3), 22.1-131, 22.1-70.2

Adopted: December 3, 2008
Reviewed/Revised: May 29, 2019

PRINCE WILLIAM COUNTY SCHOOL BOARD